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MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO



The Increased Cost of All Merchandise

Necessitates giving more attention to your displays, if you want your turnovers better or even equal to former years.

The lifelike appearance of Norwich Figures will do much toward helping you in this while their superior quality insures a profitable investment.

For full details see Our Catalog—copy sent on request

The Norwich Nickel & Brass Co.

Norwich, Conn.

New York
712 Broadway

Salesrooms

Boston
26 Kingston St.

Compo-Board Spring Displays



When you think of spring and Easter Displays, think of Compo-Board, they go together in the minds of thousands of display men. You can use Compo-Board, too.

Compo-Board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about Compo-Board. Send for sample and copy of this book, it's free.

Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA



HERE IS A POINTER:

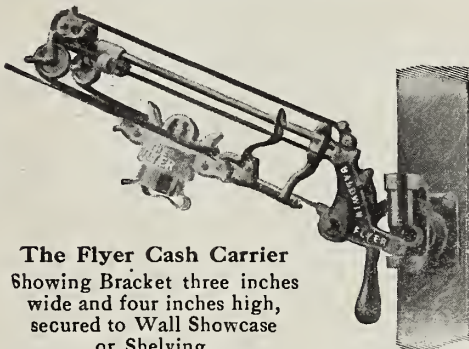
***“For Most Efficient and Economical
Store Service Get THE BALDWIN”***

Cash and Package Carriers

THERE'S HEAPS OF GOOD WILL shown towards the store giving quick service to their trade.

BALDWIN SERVICE will make contented customers for you.

BALDWIN SERVICE PREVENTS LOSSES and puts a double check on every sale enabling you to hold one person responsible for your cash, save expense of additional clerks and cash registers.



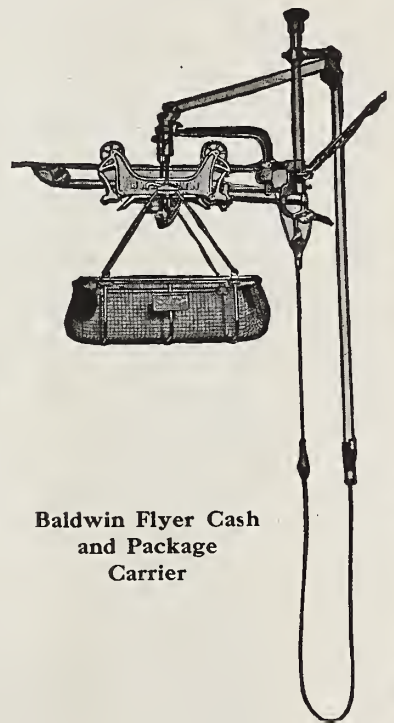
The Flyer Cash Carrier
Showing Bracket three inches
wide and four inches high,
secured to Wall Showcase
or Shelving.

They never stay home on account of sickness, never get tired, never talk back, in fact they are “always right on the job.” Easily worth one additional clerk because they save twenty-five percent of the clerk's time who uses them. Besides they provide you with the Correct System.

BALDWIN CARRIERS are the result of twenty-five years' experience, specializing in wire line carriers. As specialists we can serve you better.

James L. Baldwin & Co.
352 West Madison Street
Chicago

***Either of these
Carriers are
“real live mem-
bers” for your
sales force***



**Baldwin Flyer Cash
and Package
Carrier**

Please Use This Coupon—Cut Here

JAMES L. BALDWIN CARRIER CO.,
352 W. Madison St., Chicago, Ill.

Date.....

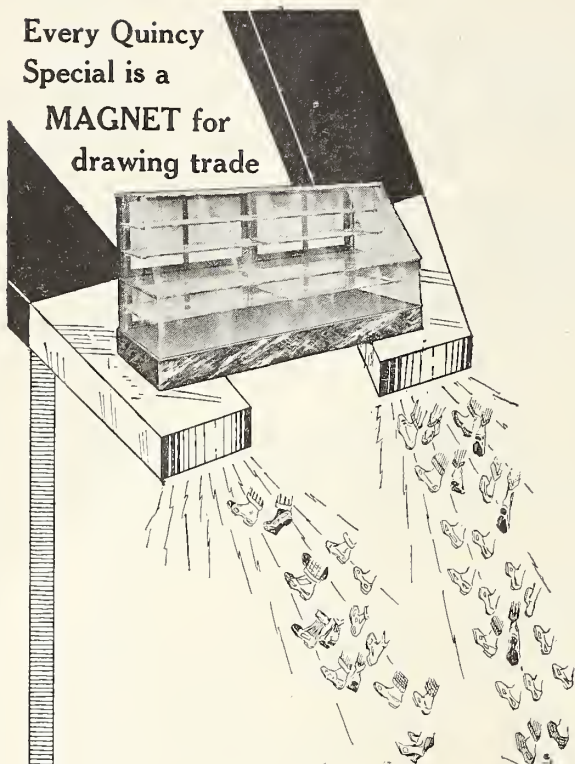
Free Trial

Find out for yourself what BALDWIN CARRIERS will do for Your Business. In order to make this test easy for You, we will ship you one station or any number of stations of THE FLYER Cash Carrier on thirty (30) days' FREE TRIAL and if not entirely satisfactory ship back at our expense.

Please send me your catalogue and also suggest how I can improve my Cash System.

I am interested in Yours truly,
Package Carriers Name
Cash Carriers Town
Up-Shoot Carriers State
Over-Shoot Carriers State
Curved-Line Carriers State
Lift Carriers State

Every Quincy
Special is a
MAGNET for
drawing trade



SHOW CASES

or
just

~~SHOW~~
CASES

HOW ABOUT YOURS
?

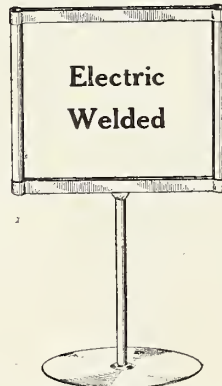
Quincy Show Case Works
Quincy, Ill.



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +
Experience, Service, Satisfaction
and
Reliability

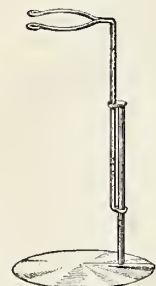
Send For a FREE New Catalogue

Polay Fixture Service Inc.
519-521 N. Halsted St. CHICAGO, ILL.



PRICE CARD STANDS

Nickel, Gun Metal or
Oxidized.
"T" Stands, Easels,
Display Racks, Etc.



"JAXON" DOLL
STANDS

Adjustable—6 sizes.
Lustre Finish.
Catalog No. 26
Upon Request.

J. B. Timberlake & Sons, Mfrs.
Jackson, Mich.

LEARN SHOW CARD WRITING

17 CHARTS of practical instructions for the beginner. Specimen cards beautifully designed in six colors and bronze. Specially ruled practice paper to make it all the simpler Sent prepaid upon **\$1.50** receipt of price.

The Merchants Record Co., Chicago



Yours for quality Wax Figures

French Wax Figure Company

70 West Water Street, Milwaukee, Wis.

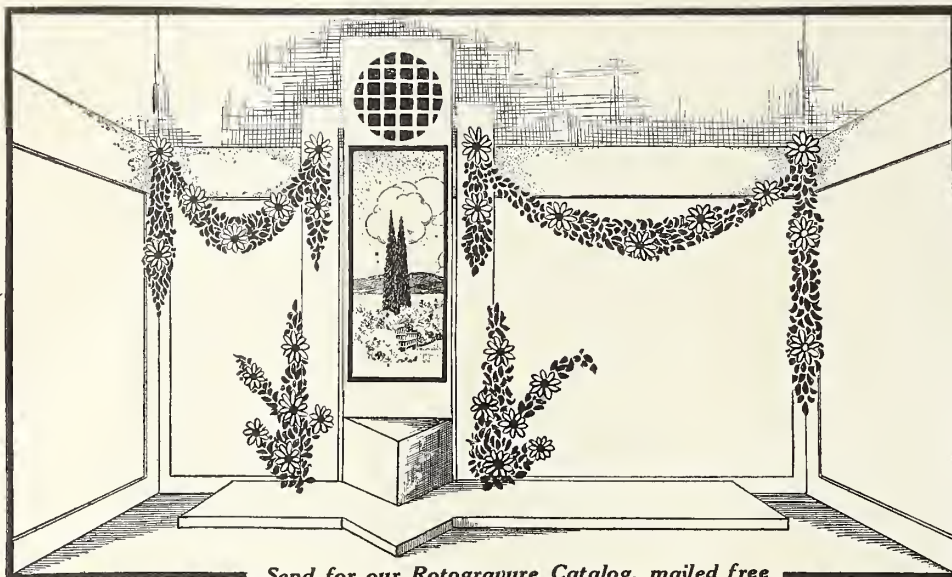
American Merchants Syndicate Building
153-9 East Superior Street, Chicago, Ill.

405 Chamber of Commerce, St. Paul, Minn.
202 East Fourth Street, Los Angeles, Cal.

Display Men—Greeting!

We sincerely wish you all a most prosperous Nineteen Seventeen. May you and yours enjoy health and happiness during the entire new year that we are just starting.

To all of you we express our thanks and appreciation for the courtesies extended to us in the past. At all times we have done our level best to render you the most efficient service possible. We want you to know that we realize your interests are ours. It is our constant endeavor to co-operate to this end.



Send for our Rotogravure Catalog, mailed free

New Spring Catalog

When we say "New Spring Catalog" we mean something entirely new, for this is the first catalog ever issued in our line that is produced by the very newest process known as ROTO- GRAVURE. This means that we show you, down to the smallest detail, the artistic effects of all of our exclusive designs in artificial flowers, vines and decoratives.

We anticipate an enormous demand for copies of our new ROTOGRAVURE catalog showing new, exclusive and practical designs for Spring and Easter. Every display man and every store in the country should own a copy of this unique book. The contents will be a help, inspiration and education to every display man and merchant. Copies are free for the asking.

Botanical Decorating Company, 208 W. Adams St., Chicago, Illinois

Goodform
TRADE MARK

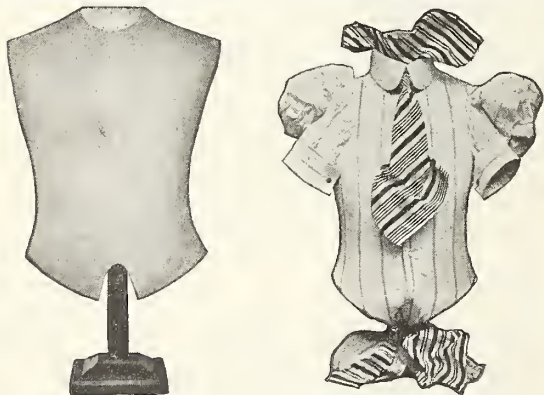
Window Display Fixtures

"All Connections Metal"

Combination Shirt Displayer

A Hit with All Display Men

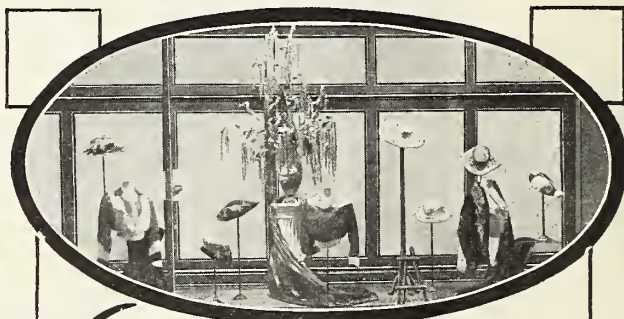
will display an endless variety of different lines of goods. Note the fine lines of this form. The narrow and high chest effect will give your merchandise a swaggy display. Takes up little space. Costs less than one-half the price of a full form. Order a few. Write for catalog.



No. 545. Price \$2.00 Each

No. 545—Displayer untrimmed. Full front Jersey covered, adjustable standard and tilting top. No. 545—Displayer trimmed with Soft Cuff Shirt.

HINCHER MFG. CO. OF IND.
305-311 So. Fifth Ave. CHICAGO, ILL.



Your Windows

ARE THE MAGNETS THAT DRAW TRADE

Women cannot resist the appeal that comes from actually seeing creations in millinery and dress. Get the full advertising value of your windows. Make your backgrounds and settings o

CAREY

Ceil-Board
SUPERSEDES PLASTER

For
Backgrounds
And Booths

Natural hardwood grain in the true colors of Circassian Walnut, Golden Oak and Mission. Plain finish for hand decoration. No limit to the possibilities of Ceil-Board. Our book "Window Back-Grounds" shows artistic window treatments with Ceil-Board, gives detail drawing and specifications. Write today for copy.

The PHILIP CAREY COMPANY

General Offices:
Wayne Ave., Lockland Cincinnati, Ohio
FIFTY BRANCH OFFICES AND WAREHOUSES





Your Attention Please



Just a Few of the Many Items
in the Large Lyons' Line



"Attitude Figure"

This figure is natural and graceful in its pose, there is a ball-and-socket joint at the waist which allows for special posing of the bust. The legs from the knees down are finished in our special flesh colored enamel. The balance of the form is covered with White Jersey, mounted with a three-quarter head and three-quarter wax or papier-mache arms.

Price, as described, including shoes, \$70.25 net

We Manufacture

Everything in Metal and Wood Display Fixtures, Papier-Mache Forms, Wax Figures, Clothing Cabinets, Clothing Racks, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, Etc.

Write for Catalogues and Prices

Hugh Lyons & Co.

802 East South Street, Lansing, Mich.

New York Salesroom

35 W. 32nd Street, near Broadway

Chicago Salesroom

234 S. Franklin St., corner Jackson Blvd.



No. 568—Made of heavy papier-mache, mounted on a 7-inch round base and standard. The yoke is of our fine pink enamel finish covered with white jersey and velvet belt. An ornamental cap finishes the neck.

Price, complete, net \$5.00



No. 579—Made of the best papier-mache, finished with the most beautiful flesh colored enamel covering the entire bust, neck and arms. The waist is finished with a white sateen cover and trimmed with a velveteen belt. The form is mounted on a heavy 7-inch square base with a cast sub-base with feet.

Price, complete net.....\$11.75



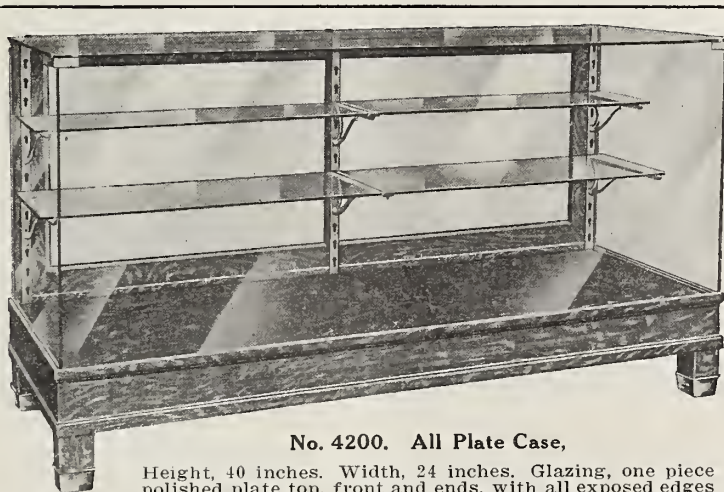
This Shirt Waist Display Rack is the newest addition to our line. The top circle revolves on the standard and will hold 50 Shirt Waists.

We make a special hanger for use with this rack which keeps the waist in excellent condition.

Price, No. 949, complete, net.....\$8.00

Special Hangers, per 100, net..... 3.50

**Ask Us About
No. 658 Clothing Rack**



No. 4200. All Plate Case,

Height, 40 inches. Width, 24 inches. Glazing, one piece polished plate top, front and ends, with all exposed edges ground and polished. Doors glazed with D. S. A. glass.

Floor is paneled and made of same material as outside of case. Legs are 3x3 inches and 6 inches high, provided with brass caps and leveling devices. Interior has two polished plate glass shelves, 10 and 14 inches wide. Material is quarter sawed oak or birch mahogany, finished to suit. Shipped K. D. Weight 85 pounds per foot. Cases, 4-, 5- and 6-foot, have two doors. Longer have four doors.

Price, complete, per foot.....\$15.00

Have you received your copy of latest issue of "COMPLETE DISPLAY" the beautiful Lyons' magazine?



Spring
Announcement
1917

We have for your selection:—

- | | |
|-----------------------|---------------|
| Artificial Flowers | Centre Pieces |
| Scenic Backgrounds | Panels |
| Decoratives | Flooring |
| Paper Mache Novelties | |
| Plushes and Velours | |

Our twenty Page Colored Catalog will be ready Feb. 1st. Write for your copy. Inquiries invited regarding Adler-Jones Service.

The Adler-Jones Co.

Manufacturers and Importers of

Artificial Flowers & Decoratives

333 South Market Street
CHICAGO

**Attractive Back-Ground
Papers in Rolls and Sheets**

Special Novelties Suitable
For Mid-Winter Trims

Pedestals, Flower Boxes,
Changeable Insert Screens,
Flowers, Etc.

Send for Samples. Dept. M

**Doty & Scrimgeour Sales
Co. Inc.**

74 Duane Street NEW YORK

England Has Forbidden the Making of Wire Hair Pins

That is hard on women—but pause and reflect what it will soon mean to you, Mr. Cardwriter, with the supply of lettering pens cut off from England and Germany—the only nations that can make high-class lettering pens.

Here Are Some Unusually Attractive Offers

Offer No. 811

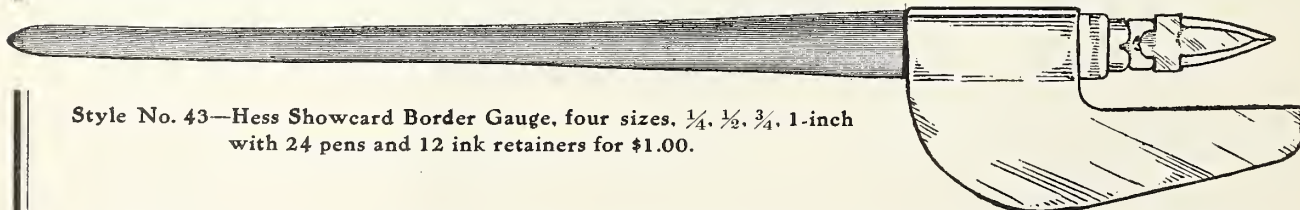
24 Gillott Showcard Pens (same sizes as Soennecken) 12 Retainers and 100 Blank Gold Initial Panels for 60c; 2-cent stamps preferred.

No. 44

100 Panels only, in tube.....35c

Offer No. 812

Wold, Paasche and Thayer and Chandler Air Brushes



Style No. 43—Hess Showcard Border Gauge, four sizes, $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$, 1-inch with 24 pens and 12 ink retainers for \$1.00.

Send for Price List of Cardwriters' Supplies, Showcards and Private Instruction in Showcard Writing

G. Wallace Hess

1520 North American Building - - Chicago, Illinois

Not Connected with Any Window Trimming School in Any Manner

New Creations in the Onken Line



YOU SHOULD SEND FOR THIS CATALOG

Every Merchant or Window Trimmer Owes it to Himself and His Business to have this 224 p. Catalog of

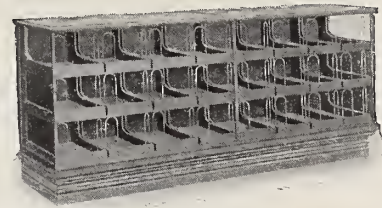
Wood Display Fixtures and Store Equipment



This is the most comprehensive and instructive Catalog of its kind ever printed—many of the pages, showing actual window trims, will be of great value to the window trimmer. Many new ideas in Store Equipment will interest the Merchant. This book will be sent to Merchants and Trimmers writing for it on the firm's stationery.

Our New Line of Show Window Screens or Back Grounds, bring out any special grouping to which particular attention is desired

The Oscar Onken Co., 3737 4th St., Cincinnati, O.



The Power of Suggestion

To artfully show your wares, creating the desire of possession in the mind of the buyer, is one of the most effective methods of selling.

Illinois Show Cases will help you wonderfully along this line. They are of high-grade quality and artistic appearance, and when tastefully trimmed with your attractive merchandise make a powerful sales-producing suggestion.

Start right by securing our catalogue of Illinois Cases.

There is a case for every requirement.

Illinois Show Case Works
1729-37 North Ashland Ave., CHICAGO

L. Baumann & Co.'s Service

Prompt, Expeditious, Efficient and Capable

DESIGNS

Beautiful, Discriminating Incomparable and Practical

Before submitting our designs to the Display Man they are passed on by Artists and the best Display Men in the Country.

PRICES

If you will compare the prices in our Xmas Catalogue with those of any of our competitors, you will find that we sold 20% to 30% below them.

Compare prices for Spring and send us your order early.

L. BAUMANN & CO.

LEADING IMPORTERS AND MANUFACTURERS

357-359 West Chicago Ave.

CHICAGO

Annual Prize Contest 1917

Closes December 31, 1917

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved. Four Solid Gold Medals. Four Sterling Silver Medals. Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the *Merchants Record and Show Window* is a distinction of which any window decorator may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by decorators in comparatively small towns. It is the work that is judged, not the name of the displayman, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishing store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, etc., etc. Prizes identical with those in class A.

CLASS D—DRAWING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year. The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the *Merchants Record Company*.

All photographs submitted in this competition must be fully described and must be sent us before December 31st, 1917.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of decorator.

Points To Be Considered in Making Awards

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

SALES—Under this head shall be considered the effect of the display in making sales.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "*Merchants Record and Show Window*" and two window decorators of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street

CHICAGO, U. S. A.

LISTEN!

SCHACK SAYS:—*“These are the two greatest books I have ever published.”*

**AND THEY
ARE YOURS**

FREE

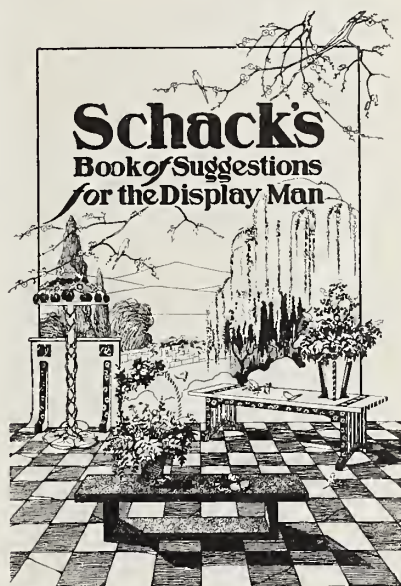
**FOR THE
ASKING**



**Size of book 20x13, 20 pages,
over 500 illustrations.**

I want every display man in the country to write for these two wonderful books as I know he will agree with me in saying that no live display man can do without them.

Each book is worth its weight in gold for new and original ideas which will prove an inspiration in the art of store interior and window decoration.



**Size of book 20x13, 24 pages,
over 600 illustrations.**

Schack's New Spring Flower Book M. R.

—is a wonderful new book of 20 pages containing illustrations and descriptions of some real live-wire ideas never shown before. **DON'T FAIL** to get this book and see the decorative surprises we show for the first time. **SEND FOR IT NOW.**

Schack's New Suggestion Book M. R.

—the book that every display man has been looking forward to. It's much better than our last Suggestion Book and will prove a gushing fountain of ideas. 24 pages and cover of display suggestions which will help you. **WRITE FOR IT TODAY.**

Ready for Mailing January 20, 1917.

**Both These Books Containing Over 1100 Illustrations
Will Be Sent Free for the Asking**

SCHACK ARTIFICIAL FLOWER CO. 1739-41 Milwaukee Ave.
CHICAGO

The **WELCH-Wilmarth** LINES of Grand Rapids



The Eighteenth Century, according to the historians, made for Liberty; the Nineteenth for Invention; the Twentieth, our own time, for *Service*. And Service is the keystone of the arch of successful retailing. Welch-Wilmarth Store Equipment is synonymous with Service. Herewith some views in the big Cincinnati department store of the Mabley-Carew Co., recently equipped by the Welch-Wilmarth Lines. Note the sanitary legs on all the show cases, the top display sections on all the Interchangeable Units—everything in sight, yet under glass—all making for SERVICE, and for showing and selling the goods.

Welch Manufacturing Co.

7 Lyons Street

CHICAGO, 233 W. Jackson Blvd.

1118 Washington Ave.

701 House Bldg.

GRAND RAPIDS, MICH.

NEW YORK, 20 West 30th St.

MINNEAPOLIS, 21-23 N. Third St.

HELENA, MONT., 106 Grand St.

Wilmarth Show Case Co.

1524 Jefferson Ave.

BOSTON, 21 Columbia St.

PHILADELPHIA, 123 No. 13th St.

ROANOKE, VA., 212-214 Terry Bldg.

ST. LOUIS,

PITTSBURGH,

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XL
NUMBER 1

JANUARY, 1917

Single Copies
Twenty-Five Cents

DEPARTMENT STORE SERVICE

FEW REALIZE THE CHAIN OF EVENTS THAT FOLLOW PURCHASE WHICH IS A "CHARGE AND DELIVER"—AS MUCH ATTENTION AND COURTESY GIVEN TO THE SMALL PURCHASER AS THE LARGE

We reproduce here the surprising chain of events that starts when a purchase is made in our large department stores. This particular reproduction is made from a half page illustration appearing in the Providence Journal and it referred particularly to a large Providence department store. It is a very clear illustration of the service given today by large stores where a five-cent purchase is given the same attention and time as a much larger one.

A spool of thread, an actual purchase in one of the large stores of the Rhode Island city recently, was taken along and was delivered with quite as much courtesy as if it had been an article upon which the store made a snug profit instead of one that cost the customer only a small fraction of the expense of operating the truck.

Probably not one shopper out of the thousands that visit the big department stores daily have any idea of the immense amount of service that Miss Shopper and her sisters demand of the stores when she blithely orders her small purchases delivered instead of taking them home herself. With some articles, of course, because of weight or bulk, or mayhap both, the request for delivery is perfectly reasonable. No one would be expected to carry away a cook stove or a pair of pillows, and primarily it was for delivering such articles as these that the delivery systems were installed.

But the practice of having purchases sent to the homes of the shoppers has developed so that it is confined no longer to bulky or heavy articles. Just at present it has reached a stage where the manager of the delivery department in one store cites chapter and verse concerning the spool of thread referred to,

and another distinctly remembers having a package of toothpicks come through his department for delivery in the outskirts of the city. But in spite of the manifest loss to the stores in making such deliveries, practically all of them express a willingness to serve their patrons in this way, and some even boast of the fact that they stand ready to deliver free any purchase, even a penny's worth, anywhere within a radius of 20 miles of the store.

And taking advantage, oftentimes an unfair advantage, of this courtesy on the part of the stores, housewives blithely order almost every conceivable thing to be delivered without even stopping to consider that on a great many purchases the customer is demanding from the store in service many times the amount represented in the price paid for the article.

The spool of thread furnishes an illustration of the difference between the service cost and the cash sale where the customer takes the purchase away. Had the shopper made a cash purchase and taken the article with her the service entailed on the part of the store would have been the time of the salesgirl in making the sale and that of the cashier in making change. Both of these operations would have been extremely simple. The salesgirl would merely make out the sales slip, without being compelled to ascertain the name of the purchaser and the amount received from the sale would automatically become a part of the cash sales of the day, to be handled with thousands of other similar sales in the usual routine.

But in ordering the article delivered and charged to her account the purchaser called upon the store for special services from approximately a score and a half of employes. It is service that is willingly given. "We are here to serve the public," philosophically observes the superintendent of a large store.

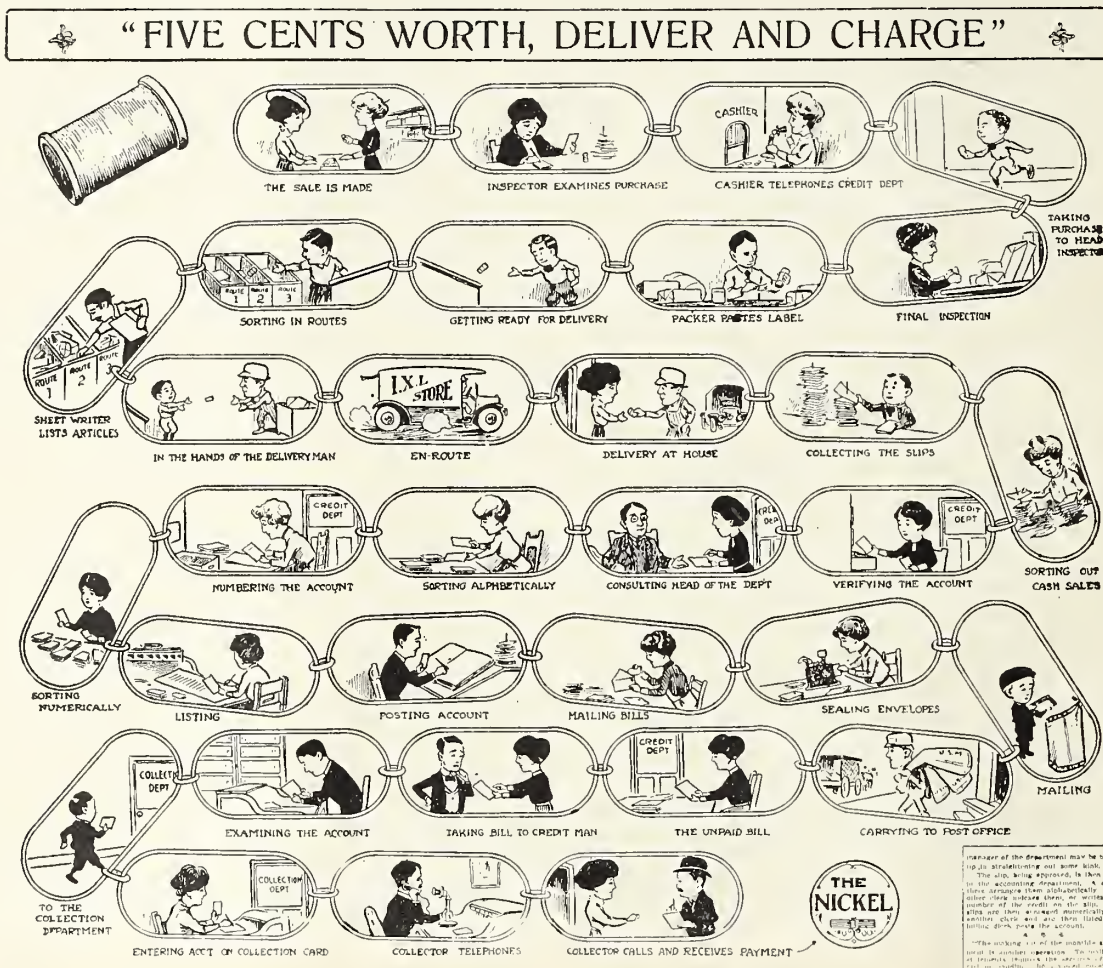
Delivering articles purchased has come to be regarded as a part of that service, and that being the case it is pretty difficult to draw the line between what

should be delivered free and what should be taken away by the customers.

"For instance, you might come in here and buy a tin dishpan. Its value is small, but you do not wish to carry that bulky package on the cars. Perhaps it is not unreasonable for you to ask us to deliver it. The value of the dishpan and the profit to the store, however, may be considerably less than that of a much smaller article that might easily be slipped into your pocket. Therefore the customer argues if we deliver the article upon which there is little profit why should we not deliver the smaller one upon which the profit is greater.

"Take, for instance, the purchaser who orders a small article delivered and charged to her account. To begin with, extra work is immediately put upon the salesgirl, who must ascertain the customer's name and address before making out the sales slip. The time consumed is sufficient, in many cases, to make another sale.

"This slip is made out in duplicate; the original is sent to the cashier who calls the credit department to ascertain whether the customer has an account. The duplicate is sent to an inspector with the article purchased so that a verification of the sale may be made.



"That, I believe, is the logic of the shopper, and to a certain extent it is sound. But as in other things there is need of exercising common sense. If small articles can be taken away by customers without any great inconvenience we believe they should be so taken. The privilege offered should not be abused and while we are perfectly willing to deliver any purchase we appreciate the co-operation of those who aid us in our service by lightening the work as far as possible.

"The free delivery service of the stores is abused by comparatively few. And in most cases it is due to thoughtlessness.

"Already the credit customer asking for delivery service has put an extra burden upon the store, but the service thus far demanded is comparatively nothing compared with what will be necessary before the article reaches its destination and the purchase price is dropped into the store's cash box.

"After the inspector is satisfied that the article purchased has been correctly entered upon the sales slip she calls the delivery boy. He takes the article and slip, signs his name in the record book, and conveys the purchase to the head inspector, where the goods and sale slip are checked a second time.

"Another boy takes the purchase to the packer



Plate No. 4251. Display by H. M. Wilie for G. H. Robertson Company, Jackson, Tenn.

This window shows a very neat background of black and white. Only the panels of the permanent background were covered, the mahogany standing out to good effect. Large palms were placed in each window and natural foliage was arranged about the upper portion of window at the right. On a table in the same window was placed

a silk shaded lamp, and a large clock appeared in the extreme upper right corner. Shoes were displayed in the left window where two fashion posters were placed. The window at the right contained several articles of men's furnishings.

who puts it into the bin. From there a boy takes it to the delivery room, where the sorter picks it out of the numerous bundles and puts it among other articles on the same route.

"Then a sheet writer enters it, or makes a record of it in duplicate to enable the driver and his boy to know just what articles they are expected to take out. After it is entered the driver and his boy take the package, check it off, and sort it with others to be placed in the delivery van. They place the package in the truck and deliver it.

"In the case of the spool of thread purchase, the truck was compelled to go four miles out of its direct route to deliver the purchase. The actual cost of operating the truck is eight cents a mile, and since no other articles were delivered in that section on that trip the expense of the truck alone in delivering that spool of thread was 64 cents.

"From a purely financial viewpoint it would have been cheaper for the store to have given the customer a whole box of thread absolutely free if she would agree to take it with her. But that isn't

business, and while the store lost it also gained. For instance, that was an isolated case. As a rule, there are sufficient customers on each route to pay the expense. Moreover, the running of the truck with the store's name upon it into the summer colony was worth something as advertising.

"But to get back to what the delivery of the small article cost the store. The goods have now been delivered, but another force of employees must be called upon before the money is brought in. The time of the clerk in the credit department has already been taken up in answering the query of the cashier as to whether the customer had an open account. At the end of the day the sales slips are collected and brought to the credit office. The envelopes are then tossed into the mail bag, a boy takes the bags to the delivery department and a driver and a boy take them to the postoffice.

"But with all that done the shopper who made the small purchase to be delivered and charged may not have received all of the service demanded. She may be a slow pay. She may have moved without



Plate No. 4252. Men's Wear Display by H. M. Wilie for G. H. Robertson, Jackson, Tenn.

This was a companion window to the one appearing above. The background was treated in the same manner. The small stands on which rested the fern pots were covered

with black and white. The details of this display are evident and need no further description. The two cards were delicately tinted and hand embossed.

notifying the store of a change in address or the bill may not be paid within a reasonable time for some other reason.

"Then back goes the record of the sale of the small article to the credit department where it is listed and sent to the collection department. There the item is carded. The customer is located and a letter sent to her, calling her attention to the unpaid bill.

"If no favorable response is received within a specified time another letter is sent, she is called by telephone or a collector seeks a personal interview and as a last resort the account may be placed in the hands of the store's attorneys to be collected through court proceedings.

Quite a lot of service as a bonus on a five-cent spool of thread? Yes, perhaps, but it's serving the public, and serving the public is the big idea of the big stores."

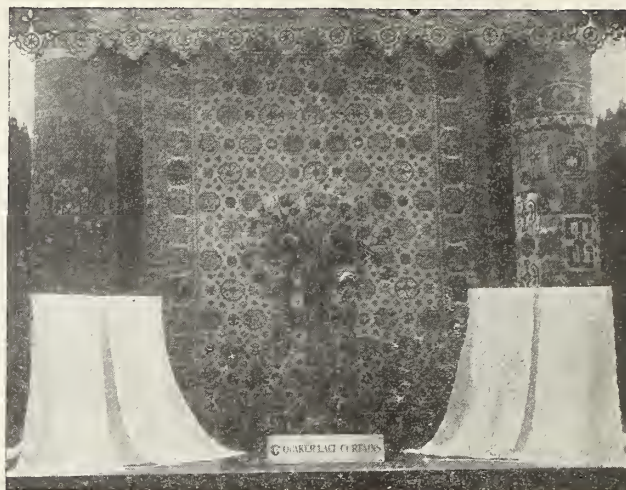


Plate No. 4253. Display by E. T. Swank for Louis Bischof, Crawfordsville, Indiana

On either side of the rug hanging to form the background was a large rug wrapped around a cylinder. The lace curtains were placed over T stands. A large wicker basket of old gold was filled with roses and fern.



Plate No. 4254. Clothing Display by F. A. Kerre for Willner Bros., Dayton, Ohio.

The background was of green oatmeal wall paper, paneled with a brown border tinted with a light shade of green and an embossed border. Giant wheat sprays and asters were used. The floor was covered with purple

velour and formed a very pleasant contrast to the background. Purple velour was arranged upon the display ledge and also on the floor. Two beautiful scenic posters appeared in the foreground.

Novel Automobile Display

ONE of the novel displays entered in the window display contest during the recent competition under the management of the Philadelphia Merchants' Association was that of L. G. Peed, manager of the Philadelphia branch of the Maxwell Motor Sales Company.

The feature of this novel display was a huge stocking, made from forty yards of canton flannel, out

of which was extended a Maxwell touring car. The illusion of a Maxwell car in a Christmas stocking was very realistic and in order to add to the effectiveness of the display Mr. Peed used a mammoth fireplace, andirons and other fireside accessories. Other features included a miniature Christmas tree, brilliantly lighted, evergreen bells and tinsels. The fireside scene was made complete by the use of furniture, a large tiger rug and a lamp.

THE SEASON OF SALES

BIG MID-WINTER SALES ARE ON US—GOODS SHOULD BE ATTRACTIVELY DISPLAYED AT THESE IMPORTANT EVENTS—ATTENTION SHOULD BE GIVEN BABY DISPLAYS IN FEBRUARY

THE season of sales will soon be on us and it behooves every merchant, if he is to conduct one, to make his plans ahead and while selling goods with small profits as returns, make those profits as large as possible under ordinary "sale" conditions. In rapid succession will come the "Clearance Sale," otherwise known as the "After Christmas Disposal," the "Great White Goods Sale" and then the "House Furnishing Sale."

In the past these sales have been very popular and made satisfactory profits for the merchants. While the usual number of men's clothing sales will be somewhat diminished this year, there is no rea-

son to suspect a decrease in number or enthusiasm in the three popular sales referred to in the opening paragraph.

To be sure, the primary object of the merchant in conducting sales is to move out quickly the undesirable goods in order to make room for the new stock about to come in; but another great object, not altogether to be considered as secondary, is the results obtained through advertising. The results thus attained are undoubtedly big and providing the advertising is a true representation of the goods and the store's policy, hundreds of new customers are made through the medium of the "sale."

While in truth there are two varieties of sales—one to increase profits on new lines and one to derive a fair percentage of profit on goods grown unseasonable or that are likely to be undesirable at the particular time, it is safe to say that the point of greatest concern to the up-to-date merchant is that of advertising the store. Here, he concludes, is an



DISPLAY BY JACK RALSTON FOR LEVY BROS. DRY GOODS CO., HOUSTON, TEXAS.

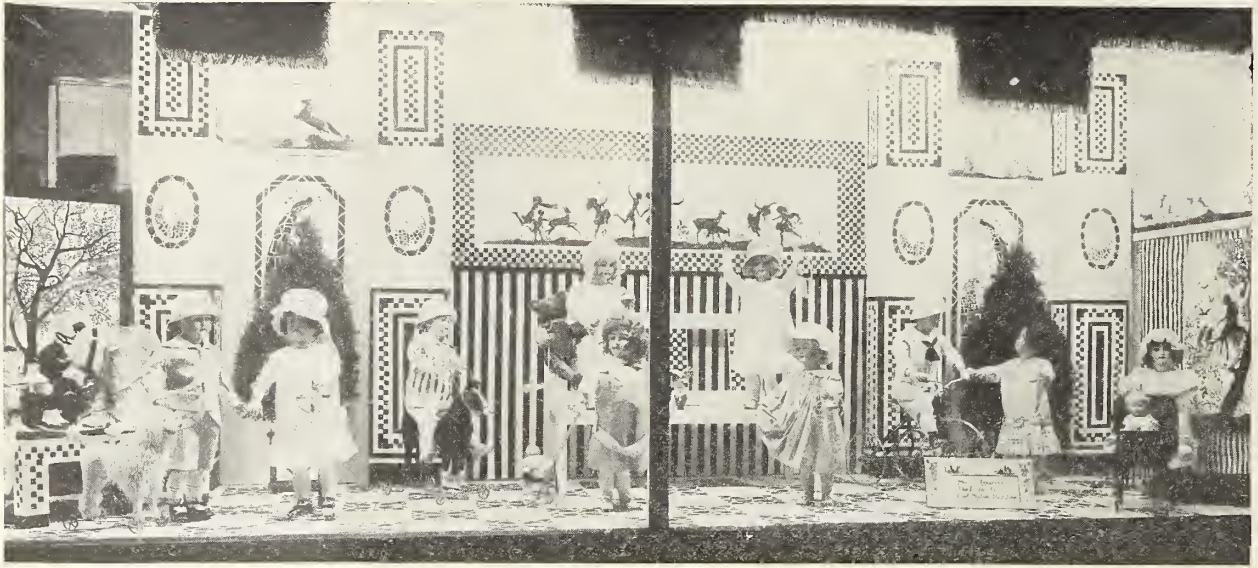


Plate No. 4255. Display by E. H. C. Ackerman, Elgin, Illinois.

This window was placed by Mr. Ackerman for Baby Week and it proved to be one of the best ever seen in Elgin. This large, spacious window was artistically decorated and given over to the displaying of baby apparel. The brilliant feature of this window was the excellent

silhouettes on a slightly tinted background, showing youth in all its glory. The background effect in black and white was also unusually excellent. The details of this window are very clear and need no description. This also was a prize winner.

opportunity to bring people to the store and among the number that come will undoubtedly be many who had not been inside the store before. Then comes the deciding factor in holding those new customers. This is easily done if they receive value for the money spent; value as announced to the buying public through newspapers, circulars, posters and other means.

It must not be assumed that there are no sales on desirable goods. There have been, and assuming conditions will not change in altogether too unsuspected proportions, there will continue to be sales where goods are put on sale at greatly reduced prices, prices below the usual standard paid for such goods, and these goods will not be undesirables. It very often happens that a merchant is fortunate enough to have the opportunity to purchase a "snap" and providing he has the "ready money" is able to put the goods purchased before the public at prices below the normal. Here is opportunity to purchase good goods at "sale" prices as fine as the merchandise of the same quality exhibited and sold during the more unfavorable conditions of the varying season. What has all this to do with the display man? Just this—it affords an excellent opportunity for him to display these goods to advantage in such a way that the returns are big—in such a manner as to cause prospective purchasers to stop and examine and ultimately become real purchasers.

The fact that a sale is in progress is no sign that the display man should be idle. He has much work to do in placing his materials and decorations, if

there are to be any of the latter. Goods should be attractively displayed at all times and the fact that a sale is in progress should not deter the display man from arranging his goods in a manner as pleasing to the eye of the buying public as those displayed at any regular seasonal opening. Great results are obtained through attractive displaying of goods and even though they are "sale" goods, goods thus exhibited make a strong impression on prospective buyers and do not give the appearance of a rummage sale.

THE POPULAR JANUARY SALE

The "January White Sale" is not truly a bargain event—it is a special time allotted to the showing and selling of white goods, muslin wear, etc., and the prices paid for the merchandise gives little evidence of a cut having been made in the usual price. In another issue we have outlined the special treatment of the January windows—this is but a reminder to the display man that he has much work ahead—work that will bring him well into the early summer.

In February special importance will be given the displaying of baby goods and this should be well planned so as to present windows in keeping with the usual beauty of the baby needfuls. Pretty, simple decorations should be used during the displaying of these goods.

The season for Palm Beach displays is being observed earlier this year than ever before and many of the stores already have their displays in view.



Plate No. 4256. Display of Baby Needs by M. J. B. Tennant for Meier & Frank, Portland, Oregon.

Here is a very clever and attractive baby window showing the little ones at play. The background was done in grey and a grey velour covered the floor. All the borders were covered with natural foliage. The stand

and small cage were ivory. The display showed a fine collection of overall nighties for the little ones. This display proved a prize winner for Mr. Tennant, besides selling a large quantity of baby wear.

Special settings are necessary for a favorable showing of white suits, outing hats and other accessories to the Palm Beach showing.

Be prepared for these sales and make your window displays and interior decorations every bit as neat and attractive as you do for other special events and not only will the returns be big but you will have that self-satisfaction of knowing that you did not "lay down on the job."

§ §

Much Enthusiasm at Toledo

A MEETING full to overflowing with enthusiasm took place recently at Toledo, when the display men of that city met for their monthly session. As invited guests were L. A. Rogers of Kline's store of Detroit and first vice-president of the International Association of Display Men and L. S. Strong of Detroit. These men were also the principal speakers of the evening and each made a lasting impression with the Toledo men.

The meeting and banquet was held in the large dining room of the Toledo Commerce Club and every member of the Toledo Display Men's Association was present.

Mr. Rogers talked on the value of the display man to his employer, and his style and manner of handling his subject was unique as well as exceedingly clever. He very clearly convinced his audience that he was well equipped for such a talk and in his comparison of the old and new way of displaying merchandise injected much humor into his

discourse, but at all times holding strictly to facts.

Mr. Strong's interesting and educational talk was also well received. He took for his subject "Show Card Writing," showing the mistake of the average card writer in omitting that desirable characteristic "punch" from his work. He said that it was a very common mistake, whether the card was to be used for interior or in the window. An illustration was made by Mr. Strong with the use of a blackboard in which he made clear just what he meant by the "punch." "Much attention should be given to the lay-out, writing and neatness," said the speaker.

"The average card man gives too much attention to beautiful scrolling without giving thought to the first object of the card. Cards of this kind bring no direct results to the merchant, because they are too difficult to read and possess nothing that would make a prospective customer stop to read—outside of the beautifully written and artistically scrolled work of art. Nothing appears that would bring the customer into the store."

The Toledo association is surely showing the proper spirit and is rapidly becoming one of the top notch organizations in the displaying field. It is the plan of the association to hold meetings every month and in connection with the meeting have leaders in the window display world as principal speakers. They have the solid backing and support of the Retail Merchants' Association, which is a great aid in the furtherance of the display men's cause.

Electrical Week Great Success

WHILE the celebration of Electrical Prosperity Week varied somewhat in its methods of observance from a year ago, the results were even bigger than those of 1916. While the scope of the celebration was enlarged to include hundreds of cities which did not observe the event a year ago, the general character of the celebration took on an educational aspect more than a spectacular one.

It was especially noted that many of the outdoor pageants and parades were missing this year, due to the fact that the electrical interests in most instances, centered their efforts on educational propaganda in the schools, civic organizations and business organizations.

Hundreds of retail merchants gave over their display windows to the placing of electrical features and in many cities big prizes were awarded for the best electrical displays during the week.

In Chicago, the celebration was of an educational character and many of the city's noted engineers and merchants addressed thousands of people in the city's high school buildings. The talks and lectures were illustrated and many striking exhibits of electrical appliances were made.

Other cities observed in similar fashion. One of the cities to conduct an Electrical Week contest was Portland, Oregon, where the merchants lent their best efforts to make the celebration one long to be remembered. The competition was very keen and as a result the judges and many men of the electrical field said that on the whole the exhibits at Portland were undoubtedly the best of any city in the country.

We are reproducing a view of one of the winning windows of the Meier & Frank Company. This store had two large windows devoted exclusively to electrical features and appliances. The arrangement of the windows was under the charge of Malcolm J. B. Tennant, display manager for the Meier-Frank store. Mr. Tennant and his employers were honored with first prize for the best window displays. This display man, who is 2nd vice-president of the International Association of Display Men, seems very much at home in any feature of decorating. He has already a large collection of prizes won in window display contests and has often captured prizes offered by the MERCHANTS RECORD AND SHOW WINDOW.



Display Manager for Union Co.

E. M. McCARTNEY, for several years display manager for the Joseph Horn Company of Pittsburgh, has resigned that position to accept a similar one with the Union Clothing Company at Columbus, Ohio. Mr. McCartney has long been one of the leaders in the displaying profession and his work is well known. Reproductions of many

of his displays have appeared in the MERCHANTS RECORD AND SHOW WINDOW and he has been the winner of many prizes offered in competition by this paper.

The Union company may well feel pleased in securing a man of such recognized ability and the readers of the MERCHANTS RECORD may look forward to reproductions of many splendid clothing displays by Mr. McCartney.



Plate No. 4257. Embroidery Display by W. M. Sheppard for The Pelletier Co., Sioux City, Iowa.

This very attractive display of embroideries was placed for a January sale and was one of a series of "sale" windows. The background was in Japanese scenic paintings surrounded by wreaths of small flowers. All the

pieces were shown on stands and a large poster was placed in each of the three sections of the window. While this window was perhaps a little too stocky, it was a great sales producer.

Large Signs Undesirable

THE Merchants' Association of New York are up in arms regarding the ordinance which would allow manufacturers, business houses and retail merchants to erect on the roofs of buildings signs of any dimension regardless of the size. At a recent meeting the Merchants' Association entered a formal protest and sent to W. P. Kenneally, chairman of the committee on buildings and an Alderman, the following letter:

"This association, through its committee on city conditions and city ordinances, has given careful consideration to the ordinance relating to roof and ground structures.

"The purpose of this ordinance appears to be to remove existing restrictions as to the height of roof signs upon fireproof buildings, so as to enable them to carry them up to any height permissible for buildings under the recently adapted zoning plan. The effect of this would be greatly to increase the size of certain classes of roof signs. It is the opinion of our committee that this is very undesirable.

"As you doubtless know, public opinion is strongly against signs of undue size, both by reason of the possible danger arising therefrom and further by reason of their unsightliness and the general defacement of the city which has grown greatly during recent years.

"The provisions of the existing ordinances are exceedingly liberal and give every reasonable opportunity to those desirous of attracting public attention. In fact, very many people believe that they are altogether too liberal and that any change in the ordinances should be of further restriction rather than in the direction of increased privileges.

"The committee believes, therefore, that the proposed amendment should be rejected by your committee and by the Board of Aldermen."

Best Furniture Display

J. WALTER JOHNSON of the Powers Furniture Company, Portland, Oregon, has added another trophy to his already large collection by winning the silver cup donated by the Greater Portland Association of Merchants at the recent Portland week contest. Four windows in the Powers store were worked out artistically in a striking scheme of decoration by Mr. Johnson.

This display man has been the winner of several prizes offered by the MERCHANTS RECORD and SHOW WINDOW in past contests and at the August convention of the International Association of Display Men was the winner of the first prize for furniture displays.



Plate No. 4258.—Display of Scarfs by Clement Kieffer, Jr., for C. A. Weed & Co., Buffalo, N. Y.

This window was shown during a sale on fancy scarfs and cravats and before the sale had progressed four hours, the display had to be put in anew, so fast did the goods move out. This display sold eighty-seven dozens in one day. The background consisted in filling in the panels with a fine quality of Japanese wall paper. The predominating colors were black and gold.

NOTES FROM NEW YORK

EARLY EXHIBITS AND DISPLAYS FOR PALM BEACH SEASON—GEORGETTE CREPE POPULAR FOR GOWNS AND BEING FEATURED IN JANUARY WINDOWS—CHINESE VOGUE STILL PREVAILS—THE BERLIN STORE'S CONTEST—BROADWAY SUBWAY TO HAVE WONDERFUL COLLECTION OF SHOW WINDOWS—CONCERNING THE MEN

F. F. Purdy

An unusually early departure this season is looked for on the part of the pampered favorites of fortune for Florida and California—in other words for the opening of “the Palm Beach season.” We do not recall as early a recognition of the winter hegira as we have just seen, with Lord & Taylor and James McCreery & Co., making quite notable displays in early December. The general idea is that people will go south and west in larger numbers because they are unable to go to Europe. The Lord & Taylor “Palm Beach windows” of Mr. Rossiter, consisted of two large windows on Fifth avenue, showing everything from afternoon gowns to tennis and sporting costumes, with hats, sunshades, etc.

The sales, especially in hats, are said to have been very pleasing to the management. Mr. Tishman, at McCreery's, had in “Palm Beach windows” at about the same time, which were very favorably commented upon. Mr. Trehwella, at Best & Co.'s, says he had three new straw hats in a little side window early in

December, which were quickly sold out of the window, illustrating the early call for straw hats, following a feminine whim difficult to account for.

B. Altman & Co. had their “Palm Beach windows” in on December 23, including the new light pongee silks that bid fair to be very popular, shown in dresses, hats, and parasols; the sheer white embroidered goods in same combinations; dresses of the fine cotton goods; the new sport gowns, sweaters, and shoes, the whole frontage of four streets being given over to this class of merchandise. Mr. Frankenthal is back again in improved trim putting extra touches on to the displays. Mr. Ellis, his assistant, kept up the Altman standard during the interim, and together this eminent house has a combination of interpreters of its resources and facilities to the public of which the management may well be proud.

Right after Christmas, Lord & Taylor came out with another southern display, with grass mats on the floors, palms, rose bushes in bloom and fine trailing vines as a setting for a strong Palm Beach showing, consisting of lingerie, dresses, muslin gowns, georgette crepe and other fabrics, sweaters, etc. We hear at Lord & Taylor's that georgette crepe is a most popular material for gowns at this time, taking the place to some extent of the fine cottons of previous seasons. Printed chiffons are favored as well for dresses and waists. Half the Fifth avenue window stretch was devoted to the foregoing exhibit, the other half to the seasonable “white sale.” These two functions

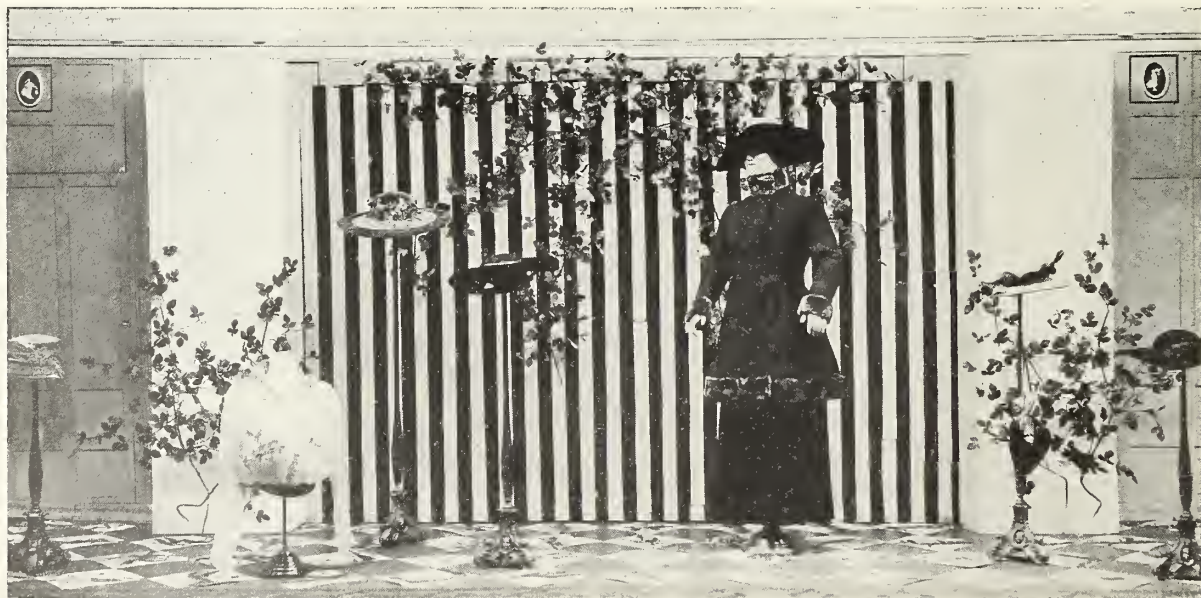


Plate No. 4259. Display by R. H. Heimbach for Clarke Bros.' Store, Scranton, Pa.

The setting of this display was done in brown and India with the foliage in strong autumn shades. The floor was artistic in its imitation of marble blocks. The

waists and hats were displayed on stands of old gold. While this window contained a very small amount of goods, they were so arranged as to be attractive.

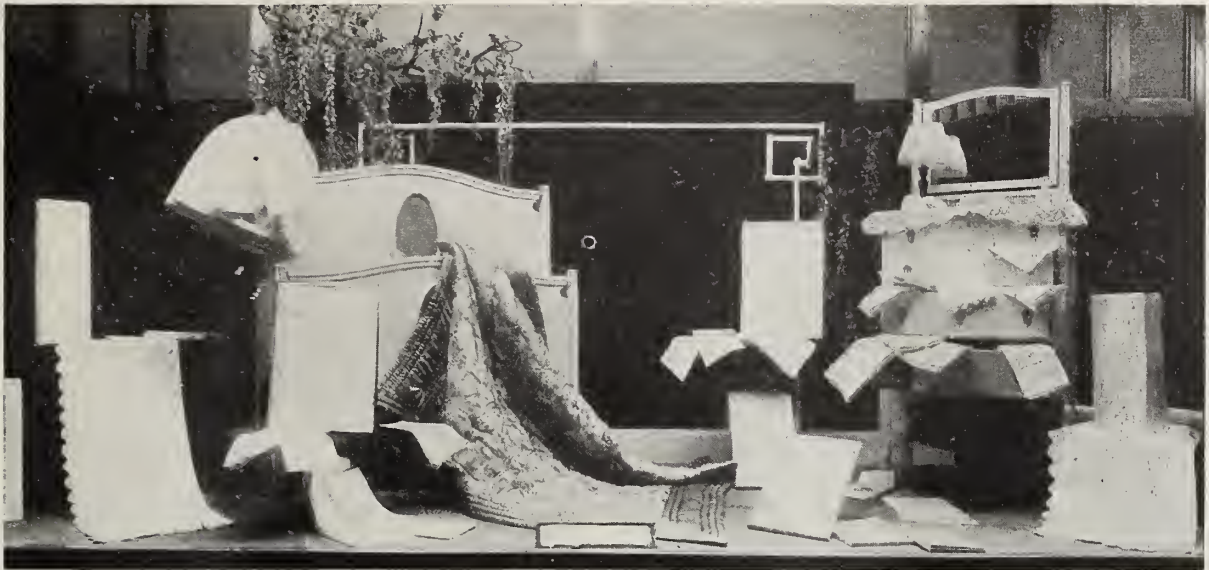


Plate No. 4260. Display by H. H. Farrasch for F. R. Lazarus & Co., Columbus, Ohio.

A background of compo board covered with black velour was used here and was set off by a simple white ornamentation, to which was attached natural foliage that lent a pleasing touch. The floor was covered with grey

velour and the pieces of furniture were grey. A small, lighted, silk shaded lamp gave a soft pleasing tone to the decorations. The details of this window are so evident that a full description is unnecessary.

coincide at the same time, and the white sale throughout the stores of the city is still a feature.

It is generally testified, however, that, while thousands of women still look forward to this sale and buy, at the same time, the white sale does not pull as strongly as in former years. Possibly this impression may be more general because of the lack of supplies of certain goods. But while the fine French underwear is scarce, it is pointed out that Philippine underwear with its handsome embroidery has become quite a factor in the market.

The average department store "white sale" window has undergone a change of late years which has recently been emphasized. Instead of large stocks of goods in the windows to add impressiveness, sometimes even in quite high class stores with price tickets, the idea now is more to feature milady's boudoir, with a display of the various articles of lingerie, etc., required, which is regarded as more remindful of the special needs of those who inspect the windows. Deliveries of merchandise along this line, as well as in other departments, have been made quite slowly, and the great stocks usually on hand for buying at this season are in many cases smaller than common, though we have heard of no cases of real embarrassment on account of lack of stock.

The Chinese vogue, to which we recently alluded, continues, intensified. Altman's recently had practically the entire window frontage on the four streets filled with this merchandise, the Chinese rugs—the backbone of this vogue—and elegant and elaborate mandarin's skirts, being specially featured. Lord &

Taylor had half of the Fifth avenue front filled with a similar exhibit, with rugs used as backgrounds and on the floors. In the upholstery department, however, along the wide space opposite all the elevators, was a charming display, with rugs, mandarins' coats and skirts; lamps made of Chinese vases, with shades made of motifs from the skirts, and a use of the familiar design of Chinese gateway often in evidence.

DISPLAY MEN GATHER

On Monday evening, December 11, the Display Managers' Club held their monthly meeting, the members first dining together at their headquarters. The opinions of the members, as expressed, seemed to be that the preparations for the featuring of the "white sales" were not on quite so extensive a scale as usual. The scarcity of fine goods was admitted, and while some houses had, by early and vigilant pursuing of stocks, accumulated all they needed, other houses were thought to be somewhat short. Sporty weaves of light silks were figured to take the place considerably of the fine cotton goods, as they cost no more and give as good service. Mr. Tishman had a showing of them at McCreery's, illustrating the use of these goods for skating. They are heavy enough and meet a popular demand. Colored sport hose was also featured for skating, for men and women.

A recent Altman fur exhibit must be mentioned. In one window, silver fox was demonstrated, in a second, Russian sable, and in a third, Hudson sable. In each window on a high fixture about 1,000 skins were shown, together with the completed fur garments on either side.

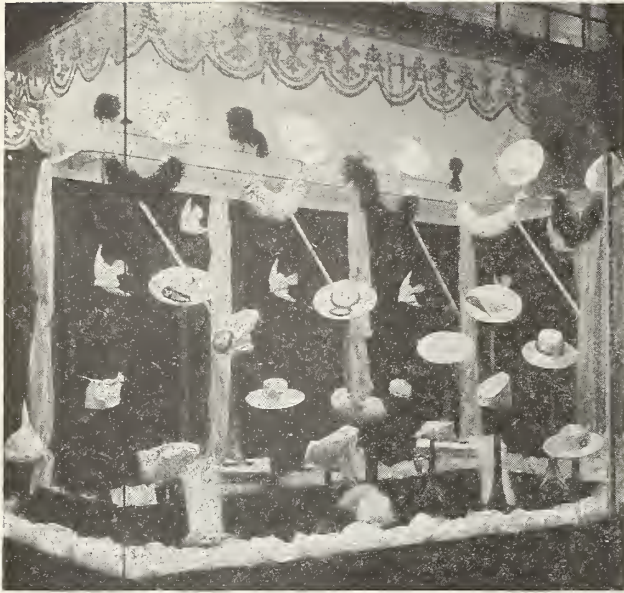


Plate No. 4261. White Hat Display by W. J. Buswell for Heinz Store, Scranton, Pa.

This display was made recently to meet an advertisement the sale of White Hats. A background of black velvet with white satin being used. The black and white was so arranged as to form panels. White satin was carefully placed around the entire lower portion of the window. The hats shown were of Pan velvet and pressed beaver. A few black plumes were shown. The goods were displayed on gold stands.

Early last month the Lord & Taylor backgrounds had their fourth seasonal change, and now the artist shows a winter scene in the usual pastel colors, one window having one appropriate for a background for men's goods; another for women's; a third for sports; and a fourth for toys and nursery scenes. This artistically treated background, being attractive, yet modest, and not drawing attention away from the merchandise, is an appreciated feature of these windows, not only by the firm, but the public.

MR. ALBERT REJOINS STAFF

We learn that W. F. Allert has closed his office as a practitioner of Christian Science in the Marbridge Building, and contemplates an early re-entry into the field of the Display Manager. Since his retirement Mr. Allert has kept in touch with his former associates here, and his decision is viewed with satisfaction generally. He was always popular with the fraternity, and his good work at Macy's is well known. It seems that Mr. Frankenthal's prediction at the recent annual dinner, recorded in our last issue, was very timely.

If anybody has ever pulled off a better paying stunt via the show windows than the following, he will have to "go some." "The Berlin" department store, of Brooklyn, is surely entitled to a medal for this. A notice was sent out under date of December 9 to Public School Principals and Sunday Schools offering the panels were anchored to the background and supported by small ornamental brackets.

ing a first, second and third prize for boys, and same for girls for the best essay written by boys and girls from six to twelve years of age on the scene depicted in The Berlin Willoughby avenue window. The plot was deep, for it was specially provided that the stories were not to be mailed, but children accompanied by parent or guardian were required to deposit story inclosed in envelope in a letter box in the toy department. The heads of the schools were asked to make the announcement. The value of all the prizes—all merchandise—was probably not over \$30 wholesale, and the amount of advertising obtained was far and away in excess of that amount, and advertising of the best kind, a personal visit. Put this scheme in your "idea book."

CELEBRATION IN JERSEY CITY

Jersey City concluded before the holidays its Christmas Land Celebration, which covered some fourteen blocks of the shopping district of Newark avenue. For a fortnight the street was brilliantly illuminated with strings of electric lights and there were carnivals, parades and other features. There was a special prize offered for the best window and interior display in every block of the fourteen, for which fourteen loving cups were awarded. Mr. Fred Wolff, manager of The Furst Co. and Mr. Collins, of The Mathushek Co., of the executive committee, secured the services of F. G. Schmehl, display manager of The Greenhut Co., New York, as judge, and escorted him on his rounds of inspection. Mr. Schmehl says there were some remarkably fine displays.

There was a voting contest for king and queen of the carnival, a big orchestra played on various occasions, and elaborate formal banquet attended by the mayor, automobile parades, a parade with floats de-



Plate No. 4262. Men's Wear Display by C. M. Dyckhaff for T. E. Ahern Co., Fond Du Lac, Wis.

The background of this window is covered with silk plush of myrtle green shade. The cornice and pilaster caps were of composition and wood while the pilasters and base were made of basswood finished in old ivory. The floor of the window was covered with felt of the same shade as the pilasters. The three small shelves placed in

picting the progress of Jersey City, and the window displays, thoroughly up-to-date and full of the Christmas spirit showed what co-operation could do. "This was a fine, big productive affair," says Mr. Schmehl. "It won attention from many miles around. It was impossible for it to be overlooked." Here is another note for the "idea book," that a live display manager, exercising his own initiative, may be instrumental in demonstrating in his own city, to the benefit of his own and other stores, and enhancing his value to his employers and the community.

Harry Bird, display manager for John Wanamaker, has returned from his latest trip, this time to Central America. It had been understood that South America was his destination, but it was nearer home, and he was in two days and nights of heavy storm during the voyage. It will be interesting to see what he picked up, for sooner or later some curios of Guatemalian origin will doubtless appear in the store, which may be credited to Harry Bird. Rodman Wanamaker has several people in the store who know interesting things when they see them, whom he sends on tours of this kind. Factory merchandise is but the foundation of the Wanamaker store. It is wonderful to see the collections of splendid artistic wares, or characteristic products of peoples far from high-keyed civilization, that are now shown at Wanamaker's, but which were practically unknown a decade ago.

RECORD CHRISTMAS BUSINESS

The department stores did a record Christmas business, and every once in a while the thousands of emergency salespeople emphasized to the observer the fact



Plate No. 4264. Shoe Display by T. J. Wysor for Walmer & Engeler, Bluffton, Ind.

This window was treated in a new and original manner, the pagoda, columns, baskets, shade frames and shoe stands being covered with oat chaff held in place by glue. They were then painted with old ivory Alabastine and tinted in shades of brown. The effect thus obtained was remarkably fine. The shade frames and show card frames were cut from Beaver board and the floor was covered with light brown sateen. Grape leaves, ferns and chrysanthemums in delicate tints were used. Men's and ladies' shoes were displayed.

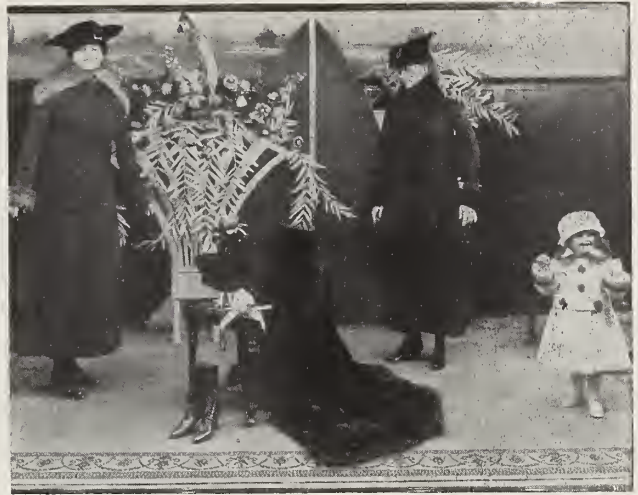


Plate No. 4263. Suit Display by R. A. Young for Rorabaugh-Brown, Oklahoma City, Okla.

This design was placed in front of mahogany background of compo board covered with purple velour paper. The pench basket was enameled in grey and filled with dahlias of various colors together with blue willow sprays. On the handle of the basket was a papier mache parrot in high colors. The carpet was grey with a black border while the furniture was grey. The costumes were in black, purple, and grey.

that, with all the appreciation of the necessity for the saving of waste that there is today in department stores, the biggest element of waste lies in incompetent and careless salesmanship. An official of a most progressive department store said to the writer: "We have a school for salesmanship where all our new people enter and complete a course in this art of six weeks. We attempt nothing more in the way of education. I know that there are large stores where continuing schools for the three R's and other branches are maintained, but my view is that there are night schools for that, whereas the thing in which all our salespeople are immediately interested in is salesmanship. We give them the best possible instruction we can give along that line. They can utilize it immediately." This looks like a very sensible policy, but of course with the extra Christmas help the department store must in effect fairly hold up its hands. It is too bad, but during the past month one might occasionally see a counter lined with half a dozen customers, while girls behind it were holding an argument regarding who should next go to lunch.

SIEGEL CLOSES DOORS

Henry Siegel has closed the store on Broadway he recently established under the name of The Emporium, giving as a reason that the torn up conditions of Broadway, with the building of the new subway, etc., made this step advisable. We regret this if for no other reason than Charlie Brandt, who rejoined his old employer some two or three months ago as display manager. He was formerly display manager for The Fourteenth Street Store, and did some exceptionally good work there. He is one of the hardest workers in the

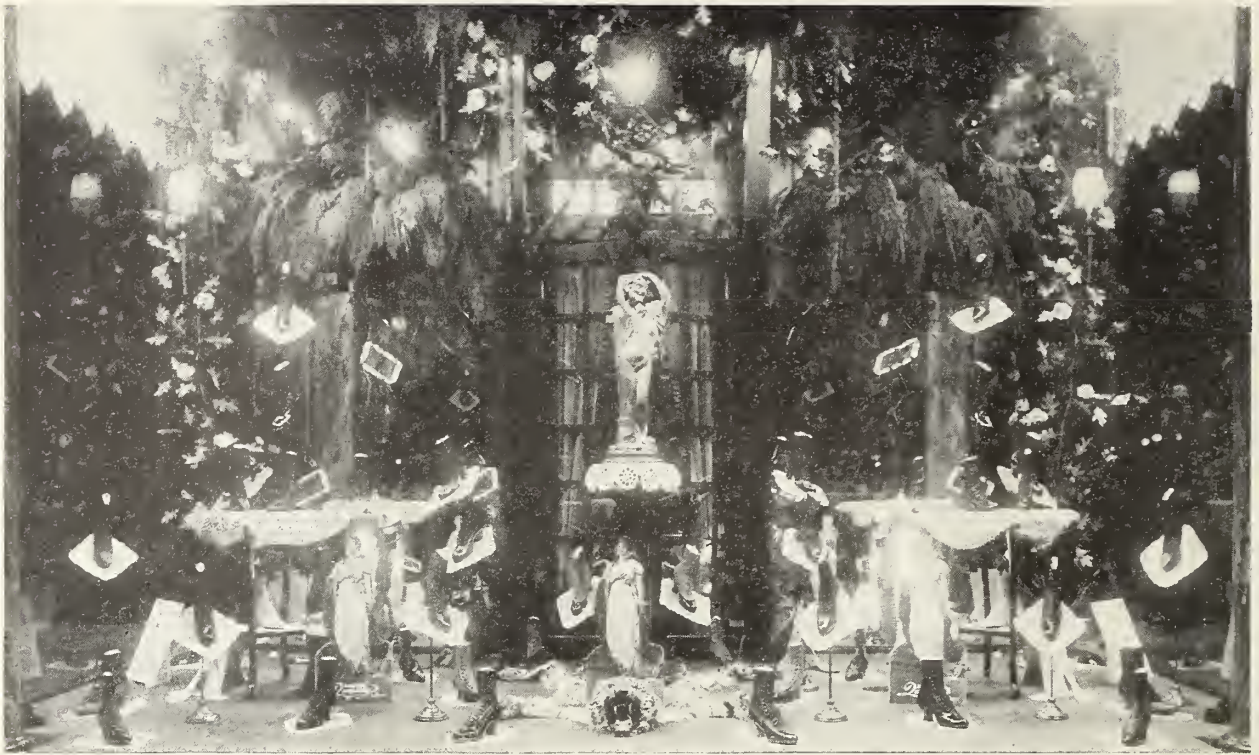


Plate No. 4265. Display by E. F. Swank for Louis Bischof, Crawfordsville, Indiana.

Here is a shoe display worthy of much favorable comment and we do not doubt its selling ability. Behind the French door in the center of the background were draped deep green plush velour curtains, lending a rich

touch to the center. In front of the door on a mahogany stand a statuette was placed. Flowers were arranged over the mirrors and there were boxes filled with natural ferns. The shoes were displayed on stands with diamond shape tops and made of light green mat board.

business, and when he has poor tools he goes to work and makes some good ones.

Speaking of the Broadway Subway, an official of Brokaw Brothers, our prominent clothiers, tells the writer what he says few New Yorkers appreciate at this period before the completion of the new Broadway Subway. We were standing in the Brokaw basement, and he remarked that show windows there would be installed by the time the subway was opened, that the subway would run thirty feet below at a level of what would be a sub-basement to the Broadway basements and on a level with the subway connection that was to come down 42d street from the Grand Central. Thus Broadway and 42d street are destined soon to be the scene of a great outpouring and transferring of subway crowds, who would come from the lower level up to the basement level. This basement level, from 40th to 42d street, from one side of Broadway to the other, is to be a concourse, with show windows lining both sides of the street, and brilliantly illuminated all the time. Into this "Lower Broadway" the vast subway throngs would ascend, to find their way into stores, or up either side of the street, without interference by wagons or otherwise. This will be the greatest subway depot, and collection of show windows, in New York.

Notes of Chicago D. M. A.

AT the recent luncheon of the Chicago Display Manufacturers' Association, held at the Hotel Morrison much interest was manifested regarding the next convention of the International Association of Display Men, to be held at St. Louis, next August.

It was the unanimous opinion that the Chicago display manufacturers should attend the convention and maintain exhibits in the exhibition building. Great enthusiasm regarding the coming convention and the part to be played by Chicago marked the luncheon and the Chicago representation will be much in evidence if the plans now outlined take concrete form next August—and that seems a certainty. Among the members who spoke heartily in favor of making a big "splash" were Orvil Simpson, president; Irving L. Simpson, secretary; Joseph I. Adler, Harry T. Jones and H. G. MacLellan, treasurer of Ove Gnatt Company.

E. M. McCARTNEY, formerly with Joseph Horn Company, Pittsburgh, now display manager for the Union Co., Columbus, Ohio, recently spoke before the Pilgrim Publicity Association, Boston, taking for his subject "Display Advertising."

"Free Ride" Days in Taylorville

THE "Free Ride Train" scheme of advertising-recently inaugurated in Taylorville, Illinois, proved a great success and the merchants plan to continue this method of bringing people from the surrounding towns into Taylorville.

Most of the merchants more than made up for his pro rata tax, by the volume of sales, but those few who did not—and there were less than half a dozen—were just as delighted with the innovation as were the biggest winners. The plan has been used in many cities and has always proved profitable.

§ §

New Arcade at Martin & Naylor's

THE attention of shoppers of the Glove Cities residents and visitors to town has been attracted the last few days by the handsome arcade front which is now practically installed at the Martin & Naylor Co. store. All but the front section of the arcade has already responded to the artistic touch of window decorators and the effect produced has astonished those who have observed.

The arcade forms one of the finest store fronts in the state of New York and the Martin & Naylor

firm and employees are proud of the result. There are but three stores in the entire United States with arcades of the sort, it is said, and shoppers will be forced to go a long way before finding a more elegant system of displaying the finery sold at the counters inside.

The greater part of the arcade has already been decorated with stock. The effect is very artistic and the work of the decorator has been praised widely in the last day or two. The window arrangement is such that the best results from blending of colors and materials can be secured and the artist has produced splendid results in his first attempt with the new arrangement.

D. M. Edwards of Syracuse, a dry goods dealer of note, was in Gloversville a few days ago and inspected the arcade. He was loud in his praise of the new front and spoke in praise of the progressiveness of the firm in going to large expense in making the store front one of the finest in the state.

§ §

ARE you preparing your contest displays? Now is the time to plan. You will please your employer and turn in better displays.

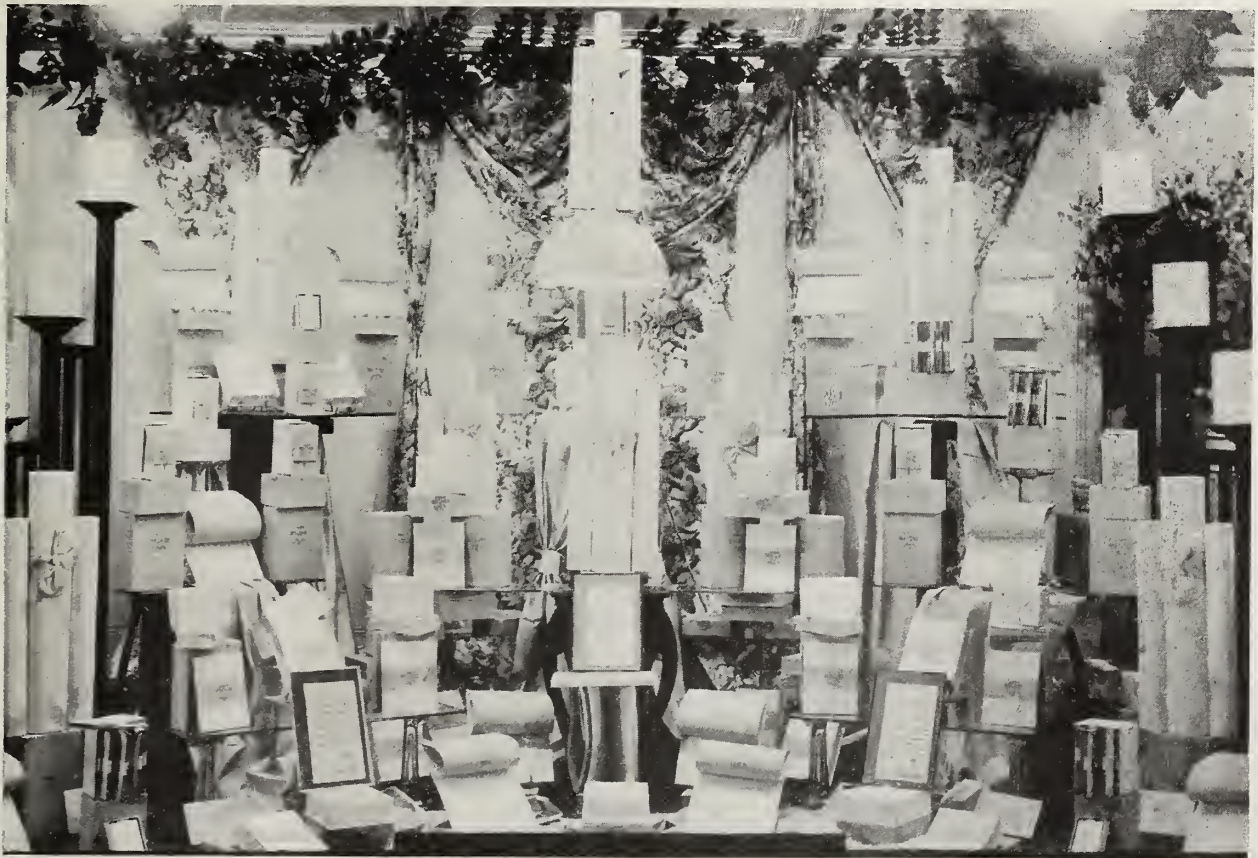


Plate No. 4266. Display of Stationery by Fred Ashfield for Bryson Graham Ltd., Ottawa, Canada.

This very neat and extremely attractive displaying of Holland linen note paper was placed as a special window and its excellence has brought hundreds of favorable comments as well as sold the goods. The background was a big feature of the window and was made of cretonne.

The color scheme was pale blue and white. Mahogany stands were used on which to display the goods. At the top center in the foreground a light covered with a beautiful metal and silk shade was placed and made a very pleasing effect.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

This Department Conducted by G. Wallace Hess

MANY cardwriters like to change the style of their alphabets from time to time during the year. In the years gone by we have shown such a wide variety of American made alphabets that the run is nearly exhausted so this month I have taken the liberty of reproducing several alphabets of European artists.

No. 1 is an alphabet by Flinsch of Frankfurt; No. 2, an alphabet by G. Piegnot & Fils, Paris; No. 3, by George Auriol, Paris.

Numbers one and two are adaptable to the round ferrule, square-end lettering brush rather than a flat ferrule brush, while number three is better made with a rigger brush.

These three alphabets are all decidedly practical. The spurs in the alphabet by Flinsch can be

duplicated almost exactly by a quick retouching stroke, and the caps themselves can be executed rapidly as soon as the forms are memorized. The small letters "d," "p" and "q" are the hardest to duplicate. The brush is held almost on the same angle throughout.

By comparing the beginning of the downstrokes in numbers one and two, you will notice that the brush is held at different angles and this change in position must be adhered to, in order to get the character in the letter, which the designer had in view.

Number three is a letter which Auriol breaks up into a stencil letter in both caps and lower case frequently and to the best advantage of any stencil letter I have ever seen.



No. 1

A B C D E F G H I J K L M N O P Q R
 1 2 3 4 5 · S T U V W X Y Z · 6 7 8 9 0
 a b c d e f g h i j k l m n o p q r s t u v
 P A G A N I N I · w x y z · B E R G A M O

No. 2

A B C D E F G H I J K L M N O P
 Q R S T U · F E L I X · V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v
 R E L I G I O N · w x y z · C H O L E R A

No. 3

A B C D E F G H I J K L M N O P Q R S T U V
 T U R B I N E · W X Y Z · M E N T O N E
 a b c d e f g h i j k l m n o p q r s t u v w x y z

Any worker who has mastered a brush text or Soenneken pen text letter will not have much trouble with the first two, while anyone familiar with skeleton lettering will not have much trouble with number three.

The two reproductions of "Clearance Sale" announcements have been made on Ross process board—a paper made especially for designers use. There are a great variety of different tints and rulings on a chalky surfaced paper and white spaces are made by simply taking a sharp knife and scraping the surface. Care must be taken in getting a rule or tint that is not too fine as the tint or line will not hold in etching—likewise, work done on the finer

lines and tints cannot be reduced much in engraving or the lines or supple tints will etch away.

These two cards were done on Ross board No. 37—the line is very fine and requires careful etching. Coarser lines are to be had, and on some of these surfaces there are deeply embossed ridges so that a lithographic crayon pencil may be rubbed across the surface and different effects obtained. Instead of parallel or horizontal lines, square, diamond, circular, cloud and fabric effects are to be had. All pencil lines should be made with a light blue pencil. This will not engrave and prevents possible danger of damage by an eraser where a black pencil is used.

Ross board sells for about forty to fifty cents a sheet fourteen by twenty-two inches. It is useful for firm nameplates and mortised cuts as in the "Year End Clearance" reproductions.

A quickly hand-lettered copy on a tint is more conspicuous than type and if the card writer can letter these himself on Ross board it takes the place of engraving house Benday work and at a greatly reduced cost.



The fact that the maker of the board holds a monopoly on the same makes it hard to get samples of different tints and also wholesale houses find trouble in getting supplied owing to the maker's monopoly.

In these days of rapidly increasing prices—in many instances wholly unwarranted—the writer cannot but help contrast the stand taken by the old reliable German firm which controlled the sale and supply of Soennecken pens for the United States and Canada and the attitude of many of the present day suppliers. Increasing the price would not increase the supply, so this firm in my opinion is entitled to a vote of thanks from every man who has pulled a Soennecken pen as the increase in price on pens was so small as to be almost negligible and at that, was only made to cover cost of attorneys' fees in getting the last shipment (which was seized) released.

Against Return of Merchandise

THE ranks of merchants opposed to the allowing of merchandise to be sent out on approval is rapidly growing and the St. Paul merchants, backed by the Association of Commerce, are the latest to announce themselves as opposed to the practice. The principal reasons for the St. Paul men's actions are—that a discontinuation of this practice will result in more complete stocks in the stores; that the stock will be in better condition and that merchandise will not be subject to unsanitary conditions or contamination.

"The problem now called the 'return of merchandise' evil is the privilege of purchasing merchandise, keeping it a few days and returning it to the store for credit," Carl Schuneman of Schuneman & Evans, one of the leaders in the movement, said. "This privilege was originally granted with the expectation that it was a necessary part of the store service and it still is, but like many other privileges, it has been abused and the many must

suffer for the mistakes of a few. We want to minimize the practice or, if necessary, to eliminate it entirely.

"We wish to feel that all of our merchandise is fresh, new and sanitary when we send it out. We take every precaution to have it so, even destroying garments known to be otherwise when returned.

"We want to sell merchandise to the consumer at the lowest price consistent with sound merchandising, but to do this we must discontinue expensive practices, such as selling on approval, except in cases of absolute necessity.

"Owing to the rapid changes in style, we select garments carefully and in most cases a very limited number of one kind, size and color. While they are here we want the customer to select the garment that satisfies him in every particular. If we have one garment in proper size, color and fabric and it it out on approval the customer must make a second and perhaps not such a satisfactory selection."

In many cities, such as Cleveland and Boston, the Associations of Commerce have taken the matter into consideration and have issued statements to the consumer appealing not only to his business sense, but to his sense of fairness. Merchants are co-operating to abolish the evil.

✕ ✕

Honest Efforts to Please

THE merchants of Hamilton, Ohio, are determined to give the public service, and in order to ascertain whether the public is getting this service, they have sent out over two thousand circulars inviting the comment of the buying public regarding the retail service of the city.

The Merchants' Association has at different times endeavored to make Hamilton service the best service and the little circular just issued is but another example of their sincerity. "These inquiries are sent for the purpose of making a retail survey of the city with a view to correcting any feature of the city's retail service which may not be satisfactory to the public," said one of the leading merchants, in speaking of the plan.

The list of questions in the circular is as follows:

1. Did you get courteous treatment?
2. Do clerks serve you promptly and intelligently?
3. Are goods displayed invitingly?
4. Are stocks fresh, complete and up-to-date as they should be in a city of this size?
5. Do the merchants secure for you promptly, anything they may not have in stock?
6. What articles are you unable to find here?
7. Are deliveries prompt and satisfactory?
8. How about quality?
9. About prices?
10. Anything else?



FURNITURE AND DRAPERY DISPLAY BY H. W. HOILE FOR FOREMAN, JOSEPH & LOEB, BIRMINGHAM, ALA.

Embargo on Cotton Hosiery

ENGLAND'S prohibition against the importation of cotton hosiery becomes effective January 1, 1917. Only those goods which were ordered prior to October 3, which was the date of the decree, may be received into England after the last day of December—and this only after a thorough investigation is made and the evidence establishing the date of the order and the date of shipment is conclusive. No further license will be granted for the importation of jewelry and all manufactures of gold

and silver. Watches and watch cases are specially excepted from the list. No further license for the exportation of calfskins will be issued.

§ §

HERBERT D. VITTUM, advertising manager of Houghton & Dutton Company, Boston, is now devoting some of his time to delivering educational talks before the students of the College of Business Administration of the Boston University. His talks are of great value as he is recognized as one of the leaders in department store advertising. In Mr.



Plate No. 4267. Stocky Display of Men's Clothing by L. B. Slater for Ballow's, Davenport, Iowa.

A large variety of clothing was displayed in this window and it proved a profitable one. The decorations con-

sisted of an extensive use of small branches of leaves and a large clothing poster placed in the center.

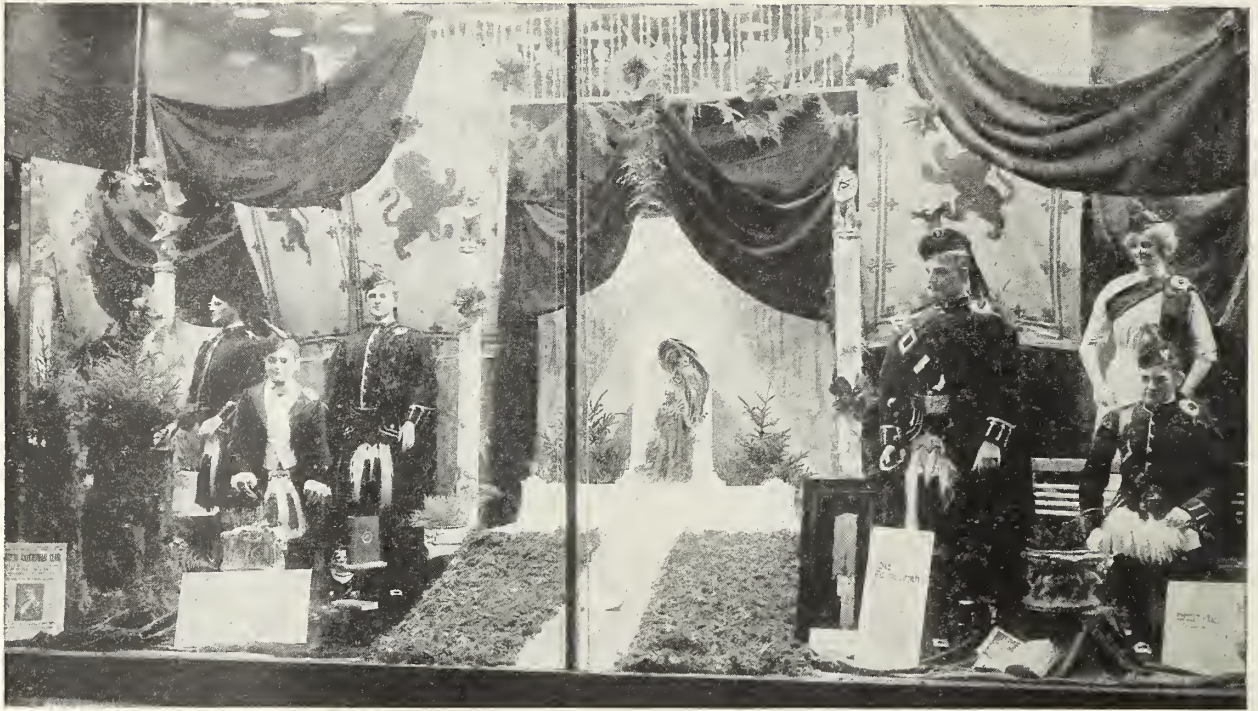


Plate No. 4268. Scotch Window by G. H. Walker for Houghton & Dutton Co., Boston, Mass.

This window was placed to commemorate the birth of the Poet Burns, and as a compliment to the Boston Caledonian Club, which conducts an annual concert and ball on January 25. The central feature of the window was a study of a monument of Burns, loaned by Hugh Cairns, a Boston sculptor. It was set off by a scenic background representing an avenue. The path in front was of real sand and moss on either side representing green grass. The figures were clad in Highland dress. Yellow flags of

Scotland hung on either side and the overhead drapes were red. The greenery from the grill work and around the post was natural asparagus vine. The two jardinières in the front contained Scottish heather and in the foreground was an ornament with horses at the plow, a little feature introduced because Burns was the plowman poet. The posters in front are advertisements of the concert and hall, a little courtesy of the displayman. Several select editions of the poet's works were shown.



Plate No. 4269. Shoe Display by G. E. Moss for Loeb & Bros., Columbus, Miss.

The background was in ivory with three panels bordered with black. A painting done in oil ornamented the center and under which was a simple ornamentation. Oak leaves were placed over the painting and artificial flowers

were used abundantly. The floor and settee were in ivory while the stands on which the shoes were displayed were mahogany. Ivory and black shoes were shown. Big sales resulted from this display.



Plate No. 4270. Skating Window by L. A. Rogers for Kline's, Detroit, Mich.

The scenic background was a beautiful winter scene done in oils and was paneled by a border of red velour. At the extreme right of the window were draped rich red velour curtains. The floor was black, to represent ice. Two snowbirds of papier mache were perched on

a snow-covered twig above the scenic painting. Natural winter foliage was used around the border. The bench was white and was simple in its decorations of imitation wood carving. A price mark appeared on each garment. The posing of the figures was unusually excellent.



FURNITURE DISPLAY BY ALBERT GREGORY FOR DAVID JONES, LTD., SIDNEY, AUSTRALIA.



Plate No. 4271. Pan Velvet Display by Geo. Eckert for Fowler, Dick, Walker, Wilkes-Barre, Pa.

The permanent background was used in this display while large mahogany stands were placed on which was draped the velvet in the shades of taupe, purple, old rose and blue. A large Chinese vase rested on the mahogany table in the center filled with white chrysanthemums. Behind this

table stood a panel of Chinese designs. Velvet was laid carelessly about the floor which was covered with grey plush velvet. A few very expensive furs and accessories appeared. A large, neat poster in a border of mahogany was placed in the center foreground.



Plate No. 4272. Display of Opera Gowns by R. J. Fuellerman for H. Reel Co., Milwaukee, Wisconsin.

A very beautiful background effect was produced by the ivory paneled doors. The background was decorated with vines and ferns. In the center a large fern in a beautiful jardiniere resting on a marble base added much to the window. The floor was covered with a delicate shade of purple.

The large lampstand in the rear was of old gold with a handsome silk shade of designed purple. The gowns were of the finest quality and the natural posing of the figures completed an unusually attractive window.



Plate No. 4273. Furniture Display by M. A. Winn for Peoples Outfitting Company, Detroit.

The color scheme in this window was grey and blue, using tapestry and mahogany furniture. The effect in the background was made of small strips, paneled about two feet from the floor, and a scenic panel was placed back of this to give a distance effect. The side panels were covered with a tapestry design. A particular feature of this window was the fire-place where a fire was burning. To get this effect the grate was raised about three inches

to allow room for an electric fan which was placed flat on the floor, then two lamps were placed inside the grate and just above this were fastened several strips of red crepe paper. The fan kept these strips moving. Large pieces of coal were placed around the inside in order to conceal the lamps and only the rays of light showed up through the red paper. Natural ferns and small chrysanthemums were used.



Plate No. 4274. Display of Suits by W. S. Little for Kenny Bros. Company, Canton, Ohio.

This was an attractively decorated window and was judged as the best ever shown in Canton. The scene in the background harks back to olden times and shows a desert and pyramids. Huge natural plants were used in the window and a walk was laid throughout the three sections. The sides of the window were of imitation stone.

Moss was placed about the walks and in the foreground which added to the realism of the scene. The statuettes shown were reproductions of the model recently purchased by a well known financier and for which he paid \$100,000. The apparel was of very high grade and excellent judgment was used in selecting the colors.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

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"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

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Official Organ of
The International Association of Display Men

***In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

***Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

***When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

***Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

January 1917

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Invest a Little in Your Windows

WINDOWS have been termed "the eyes of the store"—a term that aptly fits the display windows of today. These windows are a potent factor in the business of the store and their great sales-bringing influence can not conclusively be estimated. However, well decorated windows and attractive displays bring more people into the store and produce more sales than the highest estimate of their influence supposes.

The merchant who refuses to see this power of attractive windows is allowing many dollars in profit to pass his door and deposit themselves with the competitor a few doors down the street. This all important feature of merchandising under twentieth century conditions is not misunderstood by the majority, however, as a business man is shrewd and is most generally alive to points that would help the business. Yet there are some, and more than one would suppose, who have failed to grasp the real significance of the well decorated window and deliberately refuse to allow a few dollars to be expended where the returns would be much in excess of the money spent. However, these men cannot have the proper idea concerning windows. They fear that money spent on them is money lost and regardless of the fact that hundreds of stores about them put large sums into the hands of the decorator to be used in the window, somehow they cannot be convinced that it is money well appropriated. They fail to see that window display is real live advertising.

Then there are many men who spend small amounts for the decoration of the window when a few dollars more would make an excellent showing and give the window just that little something that is necessary to attract but which it lacked before. Merchants who realize the importance of the show window should see to it that their decorators have the tools to work with, that they be allowed enough financial aid to do justice to their ability and bring returns to the store.

Fortunately, a great number of merchants have become aware of the benefits of good window displays and allow their display managers enough money and it is these decorators that put in wonderfully attractive windows and it is in these stores that the returns from the windows far exceed the largest figures of liberal estimators.

DISPLAY men should know at this time, or if they do not, should decide immediately, what they are to use in the spring displays. It takes some time to have your orders filled, as most manufacturers make up orders after they are received. By putting this off you subject yourself to disappointment.

Special Clothing Sales Will Suffer

THE usual mid-winter sales on men's and boys' clothing will not be so evident this season as in the past, according to many of the large clothing store heads. They declare, in many instances, that there is no possibility of having the usual sales before late in February, and it is probable that there will be no such sales at all, due to the decided increase in cost of materials.

It is their belief that standard lines of clothing cost so much to the merchant that they find it necessary to cut profits in order to maintain the standards of prices that prevailed in former years. In many cases it has become absolutely necessary to increase prices in order to make even a small profit.

With the extreme advances in raw materials, the scarcity of dyes and the increased cost of producing good clothes, the retailers say, men have little reason to expect the merchant who holds his standard above reproach to do the impossible. The big clothing stores have done all in their power to curb the increasing costs but the success is rather lacking from the end of their efforts. Merchants known for their honest dealings are frank in stating that they feel no one should expect them to commit commercial suicide by even attempting to give inferior or shoddy lines of merchandise to their patrons, even though the price may be somewhat decreased. Then, too, there is a growing feeling amongst the buying public that sales once so popular are beginning to lose their effectiveness upon the public. It is a fact that people are more and more becoming somewhat indifferent to the bargain stimulant, but to what degree can not be correctly estimated.

To be sure, there will be the usual number of end-of-the-season sales, as they are absolutely necessary to the merchant, but the feeling among merchants is losing its enthusiasm in regard to the intermittent cut-price sales throughout the selling season.

The merchants desiring to maintain the high standards which were responsible for their success will not give less value in material and workmanship and they say they can't put such goods on the market for a special sale without losing money.

§ §

ON Tuesday morning following Christmas day Marshall Field & Company inaugurated new working hours for all employed at the big store. Employees will now begin work at 8:30 o'clock in the morning instead of at 8 o'clock. The closing hour of 5:30 p. m. will remain unchanged. This announcement was met with hearty approval by the many thousands employed there, as the plan will grant them a little longer time at home before leaving for work.

§ §

THE little things in your windows are very important. One should make it a point to notice thoroughly the details of the smaller features of the display.

Early Easter Season in 1917

DISPLAY MEN should have plans well formulated at this time regarding their Easter displays. The Easter season will be on us soon and every decorator should be well prepared for it. It is the man who plans well ahead who usually turns out the best work and it is not difficult to understand the reason. He has plenty of time to rearrange his plans or add a little feature here and there, where the man who waits until the last minute may develop an excellent idea and one which if put into effect would prove a great attraction, but lack of time prevents it.

There are many incidentals connected with the decorating of windows that make themselves known at the time when the window is practically decorated unless sufficient forethought is given in time to have all the necessities on hand before the actual work of decorating begins. In order to avoid such inconveniences and in order to have everything you need, you should get busy, draw your plans, list your incidentals and be ready for the joyous Easter season. Easter Sunday will fall on April 18th in 1917.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1916 have been made as follows:

Leo Van Coutren, Brookfield, Mo.
C. A. Vosberg, Pittsburgh, Pa.
J. D. Brower, Hartford, Conn.
Jerome D. Wensole, Minneapolis
H. L. Winfield, Philadelphia
L. A. McMullen, Portland, Ore.
E. H. C. Ackeman, Elgin, Ill.
John R. Patton, Indianapolis
B. J. Millward, St Paul, Minn.
Wm. Butement, Springfield, Mass.
Wm. A. Carroll, Knoxville, Tenn.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Boston's Popular Bargain Day

GREAT department stores and the general stores of the small villages set aside certain days during the year for bargain days. Some stores observe a "sale day" for each season, while others offer bargains extraordinary every month.

On these special days the merchant usually gives real bargains, and this he should do, since it is announced by him as a feature, and people expect to find goods lower priced on these special days that advertise the store. Many stores conduct bargain days regularly and they are awaited by the buying public. The R. H. White store of Boston holds what is known as White's White Star Day. It is a day of big bargains and is held every month, the particular day being the same in each month. These "White Star" sales have proved very popular and of real importance. The bargains are genuine and this is a fact that the buyers remember and this monthly sale has become such a fixture that the people look forward to the particular day of each sale.

bargain seekers and saves much time and labor for the salespeople.

While these bargain days are very well known, the White company does not neglect its advertising of these particular events. All the Boston papers carry page advertisements concerning the White Star sale and also advertisements are placed in many smaller papers circulating in towns situated outside of the Hub. It is a well known fact that the White Star day brings bargain hunters from towns twenty-five and thirty miles from Boston.

We have reproduced here a sample of the advertisement featuring the White Star day. It will be noted that the use of the white star is prominent to a great degree and that same little star is the guiding influence of thousands of expert buyers every month.

10

REMEMBER JUST ONE DAY ONLY

R. H. WHITE & CO. Wednesday Oct. 11th

Our 70th White Star Day

From the Chicago White Star Day at the very height of the season with specially selected bargains in men's and women's wear, hats, shoes, and accessories, all at 70% off the original price. This is the greatest day of the year for the buyer. The White Star Day is held every month, the particular day being the same in each month. These "White Star" sales have proved very popular and of real importance. The bargains are genuine and this is a fact that the buyers remember and this monthly sale has become such a fixture that the people look forward to the particular day of each sale.

Men's Wear: Suits, Ties, Hats, Shoes, Accessories. Women's Wear: Dresses, Blouses, Hats, Shoes, Accessories. Children's Wear: Suits, Dresses, Hats, Shoes, Accessories.

Two Girls Drive in a Busby All Night. Boys in Business. Men's Wear. Women's Wear. Children's Wear.

We do not pretend to state in this advertisement all the goods on sale Star Day at Bargain Prices. Hundreds of other lots you will find equally as cheap as those advertised here.



Plate No. 4275. Men's Wear by G. R. Fletcher for J. L. Hudson Company, Detroit.

The background was of golden brown velour and the floor was covered with the same material. The fixtures were old ivory and the merchandise displayed was in brown and light tan shades. While this display occupied very little space, it was extremely neat and attractive and proved to be of big selling ability.

Chinese Feature at Eaves

THE L. Eaves and Company, Santa Barbara, California, has a very attractive display in the main window of the store. The main feature is a fine representation of a Chinese temple, showing both interior and exterior. The center piece is a brass Buddha, surrounded with incense burners, other vessels, ornamented with jade and enamel.

The floor of the "temple" is covered with wonderful, rare old silks, brocades and tapestries and disposed about the interior, ebony stands and little silk pillows support a fascinating showing of watches and jewels.

The Chinese feature consists of a magnificent collection of rich curios from an ancient Buddhist temple. The window effects are in parchment, the panes being decorated with handpainted figures and lighted from a soft electric glow in the rear. It is said that this is the most beautiful window ever shown in Santa Barbara.

The White Star Day was instituted six years ago by the R. H. White Company and from the first proved its worth as a permanent feature of the store and customers have come to put off purchases until the day of the sale is announced, so satisfied and pleased are they with the bargains offered and the money saved.

On these days the R. H. White store is decorated and frequently features such as an orchestra and other forms of entertainment are provided. The store is well decorated with large white stars and on each piece of merchandise offered below the usual price, small white stars appear. This is a great aid to the

Judging the Contest

RARELY does a month pass that we fail to receive several letters from merchants' associations, manufacturers and city commerce organizations regarding methods of judging window displays.

Window display contests have proved their worth as an advertising medium and they have become very popular with merchants and the buying public alike.

There are no set rules for judging window display contests, and it would be difficult to have such rules because of the various sizes and conditions of windows and because of the fact that some lines of merchandise lend themselves much more readily to display under certain conditions than others.

However, what we consider a very fair method of judging, and one which may easily be applied to any contest, follows:

Selling Force, 50 points—As the primary object of every window display is to sell goods, this feature should receive the greatest consideration. By selling force we mean the general effect of the window as a whole—the manner in which the merchandise is presented and explained by means of show cards, etc.

Attractiveness, 20 points—By this we mean the power of the display to catch the eye and stop the passer-by for a closer examination of the merchandise. This object may be attained by means of the background or setting or through some striking demonstration as to the manner in which the displayed article is to be used.

Handling of Merchandise, 10 points—Handling the merchandise is an important factor in bringing out the attractiveness or usefulness of the articles shown. In passing upon this feature of the display the judges will have to determine whether the display man has so arranged and placed his goods to bring their best points to the attention of the observer outside the window.



Plate No. 4276. Display of Men's Furnishings by E. J. Wood for Green Joyce, Columbus, Ohio.

A folding screen of composition board with a mirror panel served as a background. A large strip of brown plush velour hung from the top of the screen and connected with the stand at the left. A large bouquet of flowers and ferns stood in the center of the background. The floor was covered with gray velour.

Workmanship, 10 points—By workmanship is meant the neatness with which the various details of the construction of the background, special fixtures and other details of the display are carried out.

Show Cards, 10 points—Every show window (in the opinion of the writer) requires a show card of some sort and this should be judged by its appropriateness, the neatness with which it is executed and its value in explaining or describing the goods on display.

Cleanliness, 5 points—Every display window should be immaculately clean—inside and out.

This makes the 100 points but a number of other features may be taken into consideration by the judges if they see fit. For example, lighting, shades or valances, floor coverings, etc. However, we think that the features enumerated in this list will answer the purpose satisfactorily.

§ §

Captures Many Prizes in 1916

WILLIAM BUTEMENT, display manager for Forbes & Wallace, Springfield, Mass., and who was the winner of the monthly MERCHANTS RECORD prize in November, has just finished a very successful year and one that brought him much distinction in the displaying profession and many prizes. Among the many prizes awarded to Mr. Butement in window display were: a silver cup from the Springfield Elks for the best display during their convention, held last June; two medals, a first and second at the Chicago convention of the International Association of Display Men; first prize of \$300 for the Du Pont exhibit of Fabrikoid, and the check from the MERCHANTS RECORD AND SHOW WINDOW for the best photographs submitted during the month of November.



DISPLAY BY W. C. ACKERMAN FOR INNES SHOE COMPANY, LOS ANGELES.

New Store Front Installed

WE show on this page a reproduction of the new store front of the American Dry Goods Company, Cleburne, Texas. It takes the place of the low, shallow, poorly lighted fronts of a few years ago. It was installed at the price of three thousand dollars, including floor coverings, lighting,

One feature regarding the metal work is that all of it is finished in dull black, saving much work in polishing and also eliminating the danger always present—that of staining the marble base when using polish on the metal. This dull black finish is proving very satisfactory and at all times looks clean.



SHOWING THE NEW STORE FRONT OF THE AMERICAN DRY GOODS CO., CLEBURNE, TEXAS.

etc., and the officers of the company claim that it was the best investment ever made by the American Dry Goods Company.

It may be easily gathered from the picture how the front was constructed. It is fifty feet wide and extends eighteen feet into the rear; the aisle case is 6x25 feet. The back windows are five and six feet deep, allowing ample space for display work.

This new front and arrangement of the windows is a great boom to the store and as the store carries a high grade of goods, fair window space is necessary.

Mr. J. Alfred Lindgren is display manager for the store and is showing his appreciation for being provided with such a front by placing many beautiful displays.

Recent Prize Winners

MISS FANNIE STEINBLICK, one of the few women decorators in Utah, was awarded 2nd prize in the America's Electrical Week contest, recently conducted by the city of Salt Lake.

✂ ✂

HUNDREDS of people have stopped, looked and commented upon the attractive and appropriate window display by the Alliance Gas Power Company of Alliance, Ohio. The window was filled with Christmas suggestions set against an elaborate scenic background. G. M. Quick is display man for the company.

✂ ✂

MR. PHILIP ROBBINS, display manager for Ellis-Stone & Company, Durham, N. C., brought new honors to himself and his store, recently, when he won first prize for the best window decorations and displays on the night of the Durham merchants' formal holiday opening.

✂ ✂

H. R. SMALLEY, window decorator for J. M. Dyer's store, Corsicana, Texas, has been awarded a prize for excellent displays.

✂ ✂

WE are in receipt of hundreds of communications from displaymen stating that they will be dangerous competitors in the 1917 contest, and

congratulating the MERCHANTS RECORD AND SHOW WINDOW for resuming the annual contest and on the manner in which all past contests have been conducted.

✂ ✂

ARE you going to be one of the winners in the big contest?



Plate No. 4277. Drapery and Rug Display by Ward Yost for Penn Traffic Company, Johnstown, Pa.

The two pilasters and crosspiece were made of Upson board covered with an onyx paper of a brownish tint. A small semi-circular pergoda effect on each pilaster trimmed with foliage made a very pretty effect. The lamp was made of wood and covered with onyx paper of the same shade as appeared on the pilasters. Cream colored grape leaves and pearl grapes were used for the trimming. Similar settings were placed in the store's six windows.

CATCH PHRASES

SNAPPY EXPRESSIONS FOR SHOW CARDS AND ADVERTISE-
MENT HEADINGS—SOME ARE ORIGINAL, SOME BOR-
ROWED—ALL ARE SHORT AND TO THE POINT
AND BOUND TO ATTRACT ATTENTION

FINE CURTAINS ENRICH ANY DECORA-
TIVE SCHEME.

* * *

SOME ASTONISHING VALUES IN WOM-
EN'S WINTER SUITS.

* * *

WARM BED COVERS GOOD TO SNUGGLE
UNDER.

* * *

IF YOU DON'T SEE IT, ASK US—WE
HAVE IT.

* * *

OUR "STORM QUEEN" MOTOR VEILS
ARE MOISTURE PROOF.

* * *

A FIRST AND MOST IMPORTANT DIS-
POSAL OF HIGH-CLASS GOWNS.

* * *

WE MAKE GOOD BY DELIVERING GOOD
GOODS.

* * *

NECKWEAR OF ASSURED FASHION
CHARM CONFERRING ACCESSORIES.

* * *

THE GLOVE YOU WANT AT THE PRICE
YOU WOULD PAY.

* * *

THE VALUES ARE MOST UNUSUAL AND
ARE BOUND TO PLEASE.

* * *

CAN YOU IGNORE THIS CORSETING?
A VASTLY IMPROVED SERVICE.

* * *

WE BUY SHREWDLY—SHARPLY—OUR
BUYERS ARE VETERANS.

* * *

NEW FASHION FEATURES IN MODER-
ATE PRICED GARMENTS FOR MISSES AND
GIRLS.

* * *

WE CAN FIT YOU—WE HAVE THE MOST
ELASTIC RANGE OF SIZES EVER SHOWN.

* * *

NEW STYLES ARE FIRST SHOWN HERE.

* * *

THIS STORE GIVES YOU PERSONAL
SERVICE AND SATISFACTION.

* * *

LITTLE THINGS THAT COUNT FOR
COMFORT.

IF YOU WANT TO SAVE, HERE'S THE
CHANCE.

* * *

OUR PRICES KEEP PEOPLE COMING IN
AND GOODS GOING OUT.

* * *

WE ARE ALWAYS EARLIEST WITH THE
LATEST GOODS.

* * *

WHAT YOU BUY—WE STAND BY.

* * *

WE SOLICIT ONE TRIAL—AFTER THAT
YOU WILL COME UNSOLICITED.

* * *

WE ARE HERE TO SERVE YOU, BUT
YOU MUST GIVE US THE OPPORTUNITY.

* * *

THIS IS NOT THE BIGGEST STORE IN
THE CITY, BUT WE HAVE THE BIGGEST
BARGAINS.

* * *

THE WARMTH OF THESE FURS
REACHES THE HEART.

* * *

THIS IS HEADQUARTERS FOR GOOD
GLOVES.

* * *

WE HAVE LEASED THIS BUILDING FOR
A LONG PERIOD—THE QUALITY AND
PRICE OF OUR GOODS IS OUR GUARANTEE
THAT WE WILL STAY.

* * *

LOOK AT THIS REMARKABLE COLLEC-
TION OF IMPORTED GOODS—LOOK AT
THE PRICES.

* * *

HERE ARE ARGUMENTS YOU CAN SEE.

* * *

THE LONGER YOU DELAY WEARING
THESE SHOES, THE LONGER YOU PUT OFF
YOUR OWN PERFECT SATISFACTION.

* * *

THIS IS A SPECIAL PURCHASE OF
GOWNS SPECIALLY PRICED.

* * *

IF YOU WANT WHITE, YOU WILL BE
PLEASED WITH OUR ASSORTMENT.

* * *

SMALL PRICES THAT BEAR A HEAVY
BURDEN OF QUALITY.

* * *

HERE ARE PRACTICAL SILKS FOR ECO-
NOMICAL WOMEN.

* * *

WE GUARANTEE A REST FOR WEARY
FEET—OUR SHOES SATISFY.



Plate No. 4278. Men's Wear Display by C. M. Shrider for A. E. Starr Company, Zanesville, Ohio.

This display was a big aid in producing sales and the Starr Company asserts that more sales resulted from this display than any other similar one. The background was a folding screen covered with imported paper and natural

foliage. On the side panels were imitation wood carvings. An oval scenic painting lent a rich tone to the window. The stands were of compo board covered with the same material that covered the screen.



Plate No. 4279. Display of Evening Gowns by F. C. Felton for The A. Polsky Company, Akron, Ohio.

The background of this attractive window was in gold and purple shading with the foliage to match. One of the gowns was gold lace and the other a pink chiffon and taffeta ornamented with silver trimmings. There was a coat

of purple chiffon plush and one of blue chiffon plush. The accessories were of suitable nature and color. In the center was a large old gold vase filled with natural flowers and ferns. One simple poster in purple shades was used.

SHORT LENGTHS FOR THE AD-MAN

**LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
—WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF**

Interesting Prices on Good Cotton Materials—12½c a yard for good quality dress gingham, in stripes, checks, plaids and plain colors. 10c a yard for fancy outing flannel in dainty stripes and plaids that is heavily fleeced. 12½c a yard for extra-heavily fleeced white shaker flannel, 27 inches wide. \$1.35 apiece for 10 yards of good quality 36-inch nainsook, silk and velvet.

Mesh and Dotted Veilings New—Priced 12c to 69c—A season for Veils and one of very pretty Veilings. No place offers better selection than here. Experienced salespeople will assist you to find just the right Veil to match your millinery. Plain and fancy mesh Veilings, hairline, octagon, hexagon and chenille dot Veilings at 12c to 69c a yard.

Sample Hand Bags 35c to \$4.50 Instead of 50c to \$7.25—We shall continue this distribution of a leading Hand Bag maker's samples at 40 per cent less than the usual prices. There are many styles and sizes including Bags of leather,

Misses' Tailored Suits Reduced to \$22.50—Formerly \$29.50 to \$39.50. Smart tailored and fur-trimmed suits, in the season's most desired models and fabrics. All sizes, but not in each model.

Lovely Inexpensive Dresses—Many women prefer several inexpensive dresses in the course of a season, to one high-priced gown. These will be more than pleased with our assortment of Dance Dresses from \$15 to \$25, which are made in the most charming styles of the season. See these at \$15 to \$18.75 Dance Dresses of chiffon cloth and taffeta-and-net, in black, light blue, canary, lilac and pink; dainty tunic skirt, surplice bodice, smart girdle.

Three Hundred and Fifty Afternoon Dresses—Reduced to \$15, \$18.50 and \$25. They are reduced because it's the middle of November and because sizes are broken—but many women haven't yet bought their winter outfits and will be keen to buy now at an advantage. The dresses include charmeuse, satin, Georgette crepe, serge-and-satin, crepe de chine, stockinets and plain serges, all of them in the desirable colors, from navy, taupe and gray to plum and Burgundy and black. There are nearly seventy-five styles in this lot.

Prices Down on Young Women's Dresses—\$10, \$12.50, \$15 to \$20 each—that is the price scale now for a group of one-piece frocks in street and afternoon styles—all of which have been higher priced. There are all the good colors—blue, Burgundy, green and brown. There are serges and silks—charmeuse and satin dresses. Sometimes the silk is combined with the serge. Sizes are broken—and that is the reason for the reductions. But there is interesting choosing. 14 to 20-year sizes—and practical dresses for street, house, business or afternoon wear.

Blouses at \$1.37—It is high time they were going. That we realize it is indicated clearly by the size of the reductions. Our necessity is your opportunity—and allow us to suggest that you do not fail to take advantage of it. Losses like these are all in the life of storekeeping. Indeed the willingness to clear away merchandise is the distinguishing mark of a successful shop. Voiles and organdies finished in tucks and other pretty touches.

Blouses That Are Treasures at a Special Price—More than a third of the price has been taken off a choice little group of fifty blouses to make them only \$15.75. Fresh from a most artistic blouse maker's workrooms. Fashioned of his odds and ends of beautiful chiffons and laces.

Two Thousand Two Hundred and Seventy-eight Blouses, \$2.65, \$3.65—*Quarter to Third Less*—At \$3.65, crepe Georgette and crepe de chine blouses simply tailored or with soutache, combinations of dark plaids, etc.; white, flesh and suit colors. Third floor, Old Building. At \$2.65, blouses of crepe de chine, white or flesh color in great variety of styles.

White Mercerized Batiste, 25c—Excellent quality, yard wide white mercerized Batiste in pretty dot and figure patterns. White figured voile, 39c. A soft, firmly woven voile in shadow figured patterns; 38 inches wide.

Women's Fine Silk Stockings at \$1.25—Many Beautiful Novelties—In fact, this is the best assortment we have ever shown—every desirable new style is represented. Fancy stripes in a variety of colors. All fine thread-silk stockings which will be in great demand for gifts.

Silk Stockings for 85c—Women's black, white and gray silk hosiery, all brand new and perfect in every particular, 85c a pair. Women's black and tan stockings that will give good service at 35c a pair; three for \$1.

Ten Thousand Yards Good Silks in an Exceptional Offering, \$1.45 Yard—This includes a new purchase of 1,500 yards—every yard of which is to be sold for less than its regular wholesale cost because an importer had only a few yards of this silk and a few of that left on hand. Fine quality imported silks, fine warp printed silks, all silk failles, moire striped faille, satin-striped taffeta. 36 to 42 inches wide.

Black Silks—Remarkable Values—Reliable in dye, in the fine fiber of the silk, in every inch of the weave. Qualities that are as steadily serviceable as one's daily bread-and-butter. \$1.25 All Silk, 36-inch Black Satin, Messaline, \$1.

Kimonos—Made of soft fleece-lined cottons—shirred at the waist or in straight lines, and some are trimmed in satins, \$1.25, \$1.50, \$1.75 and \$2.50. Many colors.

Women's Merino Underwear—One of our best mills has sent us some vests and pants of white merino, in the two weights most suitable for present wear, and each in various models. Regular sizes 75c a garment; extra sizes \$1 a garment.

Curtains with Real Cluny Lace Are Little Priced—Just 378 pairs lace curtains—no more—no less, specially priced, \$1.75, \$2, \$2.25, \$2.50, \$3.25 and \$4. Made of durable marquise in white, cream or ecru and edged or inset with hand-made cluny lace.

Real Irish Crochet Lace on New Underclothes—New sets, new styles of separate garments, all charmingly fresh and beribboned. Plenty of Christmas boxes ready in which to pack them. Latest of the newcomers are envelope chemises and nightgowns of good materials trimmed with real Irish lace edges or with quite wide bands of the same hand-made crochet. Envelope chemises, \$2.50 to \$3.85. Nightgowns \$2 to \$4.50.

An Unusual Purchase of Curtain Velours, 1000 Yards—The \$2.00 Grade—at \$1.00 a Yard—These are "mill ends," each with some slight imperfection in weave, which while preventing the fabrics being classed as perfect, does not impair service or appearance. They are 50 inches wide; intended for curtains, but can also be utilized as couch covers, table covers, etc. Colors—red, green, olive, gold, blue, rose and other artistic shades.

Gift Umbrellas—There are models for both men and women in this group. Covers are of all-silk and yarn-dyed taffeta (silk-and-lisle), a combination which we recommend to give utmost satisfaction in its service. On the women's umbrellas handles are plain, carved and sterling trimmed. The men's umbrellas have handles of plain boxwood, cape and staghorn, and some sterling trimmed. Exceptional value at \$3.

Dainty Dancing Frocks at \$20—Waist has bodice of silk and tiny puff sleeves of net, with cream color lace and silk bandings. Skirt has band of net set in above deep hem.

Warm Knitted Wear for Children—Children's light blue, pink and all-white wool sweaters, sizes 1 to 5 years, \$2 each. Toques in knitted and brushed wool in a variety of plain colors and combinations, 25c to 75c. Hand-crocheted booties, pink-and-white and blue-and-white, 20c to 50c.

Women's Rubberized English Top Coats—A direct importation of English Top Coats of rubberized cashmere and silk, with plain or plaid lining over the shoulders; all seams strapped; inset or Raglan sleeves. Tan, brown, blue, green, black, heliotrope and taupe—\$20 and \$22.50.

Lovely Ribbons, 65c and 85c Yard—Such ribbons as will be particularly useful and suitable for workbags, fancy work and trimmings. There are many colorings, attractive patterns, and the ribbons of good quality, lustrous and firm. 85c a yard for tapestry ribbon, $8\frac{3}{4}$ inches wide. 65c yard for warp print ribbons, $8\frac{3}{4}$ inches wide.

The Shoe-Power of Six Dollars—Six dollars is a happy price for shoes. Well, walk into our shoe parlor where you will be captured and captivated by the matchless array of matchless shoes at \$6. Modes of the moment—no matter what your shoe mood be—it is met by this display. Indeed it is the shoe store's best foot forward. Dark gray lace boots, welt soles, \$6. Tan and ivory button boots, \$6. Dull leather button boots, turn soles, covered heels, very dressy, \$6. Black and gray top button boots, leather heels, \$6. Bronze lace boots, turn soles, leather Louis heels, \$6. Dull calfskin lace boots, shield tips, pointed toes, \$6.

Women Appreciate Economies in Fine Shoes—And there has recently arrived the advance shipment of some very beautiful new high lace walking boots, five models in all, to sell for \$6.75 a pair. The price is much less than regular and is due to a special arrangement with the manufacturer.

Men's Shoes Reduced Today to \$3.85, Shoes that have been selling regularly at \$5—Reduced because the sizes in each style are incomplete, but you will find your size in one of the many designs offered. The leathers include:

Children's Rain Coats—In navy blue with hats to match, 8 to 16 years, \$3.50. Of novelty fabrics, 10 to 16 years, \$5. Rain capes, 6 to 12 years, navy and red, with hoods, \$2.75. Rain cap sets—scarf and cap to match, all colors, \$2.50, \$3.50 and \$5.

Table Linen, \$1 Yd.—When you clap eyes on this linen, your expectations will not be defrauded. It is regular standard quality. We haven't gathered an inferior lot to sensationalize over. Such tactics would be out of harmony with our policy. You know this—if you know Kerr's and most of you do. Fine bleach, precise quality—as staple as sugar or wheat—but offered at less than the market price for this opportunity day. Damask cloth, $2 \times 2\frac{1}{2}$ yards, square patterns—Special at \$3.39.

An Important Special Lot of Derby Hats at \$1.75—A collection of smart stylish Black Derby Hats from two nationally famous manufacturers. The Hats from one of the makers can easily be identified by certain well-known characteristics of manufacture. They are grades for which you would ordinarily pay \$3.00, \$3.50 and \$4.00—and were it not for slight variations from the standard weight, which in no way impair service or appearance, we would be selling them at the regular prices. If you want a good Derby Hat here is a splendid opportunity to buy one for only—\$1.75.

600 Men's Shirts, \$1.10—Good quality cotton materials in a variety of smart-looking stripes; well made; very unusual shirts for \$1.10. Men's Silk Shirts, \$3.15—A low price for a good silk shirt such as these; stripes in many patterns; turn-back cuffs; all new.

A Special, Beginning Today, 2,000 Men's Silk Shirts at \$3.95—The man who wants a silk shirt at modest cost, but desires something that is both different and superior to silk shirts usually shown at \$3.95, will find this special offering to be of unusual importance. The silks are of heavy-weight, and the designs and weaves are the most tempting ever shown at this price.

Women's Good Winter Coats—Specially Priced—They all have fur collars—gray coney, raccoon or opossum—and they all come in green, brown, burgundy, navy and black. Otherwise they vary like this: Those at \$25 are of frieze cloth and are straight full coats with belts. Those at \$30 are of frieze with collars of natural or black dyed raccoon. Those at \$35 are of wool velour with fitted bodices and flaring skirts.

Double Breasted Ulsters, \$50—In smart half-belted and full-belted models, tailored of English Soft Wool Fleeces, in heather mixtures, grays, several shades of brown and tan.

Girls' Coats—\$6, \$10 and \$15 for chinchilla, corduroy, wool plush, broadcloth and velveteen coats in many good colors and styles. Many are fur trimmed; many are lined throughout. These are suitable for school or better wear. 6 to 14 years.

Suits at \$16.50—Cheviot, gabardine and diagonal, in black, navy blue, brown and green. Plain and semi-belted models, well lined and well tailored; full collars, some with velvet overcollar. Excellent value at \$16.50.

Women's Artificial Silk Sports Coats—Unusual Value at \$5.00—And "unusual" is a very conservative word to use in reference to the value. As a matter of fact, this price is fully a third less than these Sports Coats could be sold for, were we to buy them now. Only one hundred in this lot. Rose, purple, gold and Copenhagen blue.

Women's Afternoon Dresses—\$35 to \$75 values, \$19.75 to \$32.50. A wonderful lot—each dress fresh and brand new, having just been purchased from one of our best manufacturers at a great reduction in price. Included are dresses of crepe Georgette, combined with fur fabrics; of satin, crepe de chine, crepe meteor, taffeta and velveteen. Trimmings of metal braiding, bead embroidery, metal thread and silk stitch embroidery—favored trimmings of the season.

Silk Petticoats in Abundance—In light or dark colors, plain or changeable, \$3.85 to \$16.50. Or a pretty blanket bathrobe, which may cost anywhere from \$3.85 to \$13.50. Or a flannellette nightgown for 85c to \$1.85.

Choice Remnants of Silks—Remnants of small and large lengths, suitable for fancy work, kimonos, waists or entire dresses, have been added to our Silk Remnant table, at a saving of one-third to one-half. All kinds of Black, Plain Color and Novelty Silks are included, as well as Novelty Velvets and Corduroy.

Women's Underwear and Stockings Special—Vests and pants in winter weight brushed cotton, and only the fact that they are second quality brings them as low as 45c a garment. Women's fiber silk stockings in black and white with a high luster and of great durability, 40c a pair. Women's mercerized cotton stockings in black and white with slight mill imperfections, 25c a pair.

Ribbons at Rare Low Prices—High luster satin ribbons in a full range of colors, $5\frac{1}{4}$ inches wide, special at 22c a yard. Narrow Christmas ribbon for tying packages, in assorted designs, special at 10c to 28c for ten-yard pieces.

Maid's Waists—Black lawn, tucked, with long sleeves and detachable collar, \$1.25. Black sateen, with two-in-one collar, long sleeves and turnback cuffs, \$1.25. Heavy black sateen, pleated, with detachable collar, \$1.75. Black mohair, with box pleats and detachable collar, \$3.

New Dresses for Little Children—50c and \$1.00 each for dainty little white dresses for children of 6 months to 2 years. These are in simple, good styles, daintily made and especially good for the prices. 85c and \$1 each for wash suits for little boys, 2 to 5-year sizes. Striped and plain chambray with white collar, cuffs and belt.

If You Are Choosing Neckwear for a Man—You may be certain of pleasing him, by making your selection where stocks are large, up-to-date and values the best obtainable. The finest display of smart Neckwear it has ever been our pleasure to present. Wonderful in its variety of new figures and stripes, and rich colorings. Neckties that meet with the approval of the critical man—\$1.00, \$1.50, \$2.00, \$2.50 and \$3.00.

250 Women's Plain Tailored and Fur-Trimmed Suits Reduced to \$20—Formerly \$25 to \$39.50. Broken lots of high-grade suits from regular stock reduced for immediate clearance.

Children's Sweaters—A Special Group at \$3. Just in time for Christmas gifts—and warm, sensible gifts, they'll make, too! Copenhagen blue, rose and brown—desirable colors, all. Sturdy, good-looking sweaters, every one. There are 24 to 36-inch sizes. Two styles—one with deep pockets, the other with girdle and fringed ends. Plain and novelty weave.

Overcoats for the little fellows of 3 to 10 years—Junior style, cut on new belted line, made of wool mixtures in neat patterns, and warmly lined; *special*, \$7.50. Fancy mixtures, \$5.50 to \$16.50. Chinchilla overcoats, \$10.50 to \$16.50.

Children's Silk Stockings—A Thousand Pairs, 35c Pair—One-third less than their usual selling price. Fine ribbed silk in tan, pink or sky blue. Fine for Christmas giving. Sizes, 4½ to 6½.

Flannelette Sleeping Garments—Boys' night shirts; ages 8 to 15, at 50c, of striped outing. Children's gowns, plain white and stripes, 4 to 14, at 50c. Men's night shirts, plain or finished in braids, 95c, \$1.25 and \$1.50. Women's gowns, 89c, \$1.25, \$1.50 and \$1.75. All through, at every price, you will find the materials and workmanship better than usual.

Silk, Laces and Ribbons—Are the things that make these camisoles so fascinating. Ideal for gifts, \$1.25 to \$1.75. Exquisite gowns in pink or white crepe de chine are finished in lace, \$4.50.

300 Separate Skirts, Values to \$8, at \$5—Smart new models, made to our order of all the maker's remainders of the fabrics he used in his Skirts to retail at \$7.50 and \$8. Included are checked velours, black broadcloths and other fabrics. Four styles, all fitted tops, flaring to the hem, and with pockets. Waist measures 23 to 30 inches and all proportionate lengths.

\$4 and \$5 Blouses, Special at \$2.95—One of the most advantageous purchases of the year, including all the surpluses of a leading maker of Blouses, noted for the simple beauty of his models. They are made of crepe de chine, lace, Georgette crepe and other silks, mostly white and pale pink, a few other good shades, including tones to harmonize with the Winter suits, and in black. About 30 styles in all.

Blouses with Aztec Designs—One must be somewhat early American these days if one is to have the very latest designs and styles. Fresh from the workroom, ready for Christmas gifts are crepe Georgette blouses printed with Aztec shields, at \$9.

Blouses—Revised Prices—Now \$5 to \$15 for 228 blouses that until today were two dollars to five or six dollars higher in price. Soft taffeta, fancy and plain crepe Georgette, plain crepe de chine, satin, silk jersey, and a very few of lace. One and two of a kind only. All sizes included in the group, however. Plenty of choice for every taste. Black, white and colors.

Woolens in Black—Henrietta, Egyptian Crepe and Batiste, 42 to 54 inches wide, \$1, \$1.25, \$1.50 and \$1.75 yard. Broadcloths in colors and black, sponged and shrunk, 56 inches wide, \$3 and \$3.95 yard.

Rest Robes—A delectable velvet striped chiffon robe slips over the head, and its bright colored posy seems to give to it the fragrance of real flowers. Purple, Burgundy, pastel blue or pink. Lined with china silk, \$30.

Ten Thousand Men's Neckties at 50c—Same quality as a year ago, when we sold so many thousands at this price. Among them plain reps which are selling in other stores at double this price. All kinds of good patterns and colorings, dark and light. Large open-end four-in-hands. Neckties at 65c, \$1.05, \$1.50—never such an assortment. Beautiful dark designs in silks of fine texture—some imported.

Scarfs—Japanese silk scarfs—White or natural color, beautifully and heavily embroidered by hand and finished with deep hand-tied silk fringe, \$5. Shaped Japanese capes, \$10. French scarfs—Glittering with sequins, spangles, pressed gilt and bugles, come in white, black and colors and are the loveliest, and newest fashions, \$7.50 to \$25.

Double Breasted Ulsters, \$50—In smart half-belted and full-belted models, tailored of English Soft Wool Fleeces, in heather mixtures, grays, several shades of brown and tan.

Men's Finest House Slippers—Gray or brown walrus, \$7. Tan or gray ooze calf, \$7. Green goatskin, \$7. Brown or

gray cavalier slippers of walrus with ooze calf tops, \$10. Other leather slippers for men, \$2 to \$4. Comfies, \$1.50 to \$2.50.

A Very Remarkable Offering of Boys' Suits at \$5.50—Including Fine Blue Serges. For style, for material and workmanship you will search far before you will find values which approach these Boys' Suits at \$5.50. Fine blue serges and a great variety of handsome fancy suitings are included, made in the popular gathered black Norfolk styles, in sizes for boys 7 to 17 years of age. Early selection is advisable.

Slippers—Low Slippers in eight colors for women, 95c to \$1.25 per pair. Splendid values. Felt Slippers in the "comfy" styles, 24 colors, most unusual at \$1.50 a pair. Julietts in felt, 8 colors, fur-trimmed or ribbon, \$1.25 to \$1.75 a pair.

Costume Skirts—One of these skirts worn with a smart blouse makes a very good-looking costume. Serge skirts at \$2.85 to \$10. Poplin skirts, \$3.85 to \$12.50. Taffeta skirts, \$3.85 to \$12.75. Satin skirts, \$5 to \$15. Broadcloth skirts, \$5.50 to \$15.

This Women's Underwear Is Scarce at 50c—It is of heavy brushed cotton, in just the right weight, and the demand for it is pronounced, but the supply is limited. Vests and pants, in regular and extra sizes, 50c a garment.

Women's Boot Silk Stockings at 60c—A fine quality of boot-like hosiery, in black, white and tan. An unusual value at the price.

Girls' Dresses—Girls' white lawn dresses, in short-waisted model, trimmed with lace and ribbon, sizes 6 to 14 years, prices \$3 and \$3.50. Girls' box-plaited dresses of white pique with embroidered collars, sizes 6 to 14 years, price \$3. Girls' smocked dresses, in pink and blue chambray, sizes 8 to 14 years, price \$1.50.

For a Good Baby (As if there could be any other kind)—Hand-quilted, wash-silk puffs for bassinet or coach, in pink and blue, \$1.50 and \$2.25. Infants' long and short white dresses, with yokes of embroidery and lace, sizes up to 2 years, \$1 and \$1.50. For little people of 2 to 6 years are some dainty white dresses of lawn, trimmed with lace and embroidery and ribbon at waistline. \$1.25 to \$2.50.

If a Man Needs a New Overcoat before the winter is out, he is depriving himself of comfort and unnecessarily sacrificing his appearance if he does not get one now.

Trim Little Frocks for Young Girls—For girls of 6 to 14 years a blue regulation dress is appropriate because it can be worn indoors or out. A pretty white dress, trimmed with lace or insertion, and with silk ribbon girdle and silk bow knots, \$3.50. White pique dress, in new high-waisted effect, with lace-edged collar and broad belt running through straps, is \$3.

In the Infants' Wear Store—Little girls' white dresses and petticoats, lace and embroidery trimmed, in many styles not shown before; 6 months to 2-year sizes, 50c to \$2. Dresses for little girls of 2 to 6 years are made Empire and long-waisted styles, and are \$1.25 to \$3.50. Sweaters in white and colors, sizes 1 to 4 years. \$1.50 to \$3.75. All-wool sweaters for girls of 5 to 14 years, \$3.75 to \$6.50.

Timely Disposal of White Toilet Articles—At this season it is good to learn of a factory's clean-up of white celluloid toilet articles at a fourth to a third less than regular prices. The reduction is owing to imperfections in some of the goods (not all), but imperfections so slight as not to bar them. In the lot are hair, cloth and hat brushes, mirrors, puff boxes, hair receivers, salve boxes, trays, button hooks, files and combs. Prices are 25c to \$2.50.

Women's Italian silk vests; tailor top; good weight; white or pink at \$1.75—Women's Italian silk vests; best quality; French band top; \$2.25. Women's Italian silk vests; elaborately embroidered fronts \$3.50. Women's Italian silk bloomers, extra heavy weight; white or pink; \$3.50.

Sheep-skin Lined Coats—The newest fad at the colleges. Coats are made of moleskin, corduroy and tan "Fustion" fabrics, lined with heavy sheep-skin, all lengths. *Special*, \$8.75. Other Sheep-Skin Lined Coats, \$6.75 to \$20.

We show lasts to fit every foot, styles to fit every taste, leathers and novelties to suit every fancy, prices to fit every purse, values which stand in a class by themselves, in shoes for men and young men, at \$4, \$5, \$6 to \$10.

MOVEMENTS OF DISPLAY MEN

VICTOR DALHOUS, formerly located at Trinidad, Colorado, is now in the displaying profession at Jerome, Arizona.

✕ ✕

A. E. KEITH, displayman, is now employed as decorator for the Kolliner's, Inc., Stillwater, Minnesota. His former address was Minneapolis.

✕ ✕

EVANS PETERSON, for several years with Thompson's Clothing Shop, Fort Dodge, Iowa, has resigned that position and may now be reached at North Seventh street, DeKalb, Illinois.

✕ ✕

ED. O'MALLEY, of the Chicago Store, Kankakee, Illinois, exhibited some unusually fine Christmas displays. Ed. believes in preparedness and has his spring plans perfected at this date and placed some orders while in Chicago a few days ago.

✕ ✕

G. R. ELAM is another display man to make a change. He has accepted a position with the Jerome Merc. Company of Jerome, Arizona. He was formerly located at Mesa, Arizona.

✕ ✕

G. R. FLETCHER, formerly display man for the J. L. Hudson Company of Detroit, has resigned his position there and is now employed as display manager for the Kaiser-Blair Company, same city.

✕ ✕

HOWARD H. HASKELL, formerly of LaGrande, Oregon, is now employed in his profession at North Yakima, Washington.

✕ ✕

CECIL G. ANDERSON, for many years with the Netter-Ullmace dry goods store, Springfield, Mo., has accepted the position of display manager for the Heinemann Dry Goods Company at Jonesboro, Arkansas.

✕ ✕

ABRAHAM S. BRAUNSTADT is now connected with the Mendleson store at Jacksonville, Florida. Mr. Braunstadt's former address was 368 Morris avenue, Newark, New Jersey.

✕ ✕

JOHN F. KIEDAISCH, formerly of Cedar Rapids, Iowa, is now employed at Keokuk, Iowa.

✕ ✕

ROBERT DATEN has resigned his position at Minneapolis and will assume the duties of display manager for a Tomah, Wisconsin, store, in January.

GEORGE SCHELL, formerly of Pontiac, Illinois, is now employed in the displaying field at Chicago.

✕ ✕

A. MYERS, formerly of Myers Dry Goods Company, Fort Wayne, is now with the Snowberger Company of the same city.

✕ ✕

W. W. YEAGER, until recently of Freeport, Illinois, is now in the displaying profession at Fort Wayne, Indiana.

✕ ✕

FRED F. CLAURE is now located in Ottawa, Illinois. He was formerly employed in the profession at Anderson, Indiana.

✕ ✕

EDGAR A. MOSS, who has had charge of the advertising and display work for Watson, Parker & Ruse Co., Pensacola, Florida, has accepted a position as publicity manager for Goldthait & Sons Company, Marion, Indiana. He is a live wire and well known throughout the south.

✕ ✕

LOUIS C. PEDLAR, for several years in the decorating profession and later general manager of the New York branch of the Beck Engraving Company, has been appointed to a similar position with the C. D. Frey Company, advertising illustrators, Chicago.

✕ ✕

FERDINAND JOHNSON, formerly with the Union Shoe Company, South Bend, Indiana, is now display manager for the Livingston Store of the same city.

✕ ✕

W. L. HEUMAN, display manager for Ziesel Brothers, Elkhart, Indiana, was in Chicago a few days ago placing orders for Spring Opening supplies.

✕ ✕

T. GUY DUEY, display manager for the Wurzburg Dry Goods Company of Grand Rapids, was a recent visitor in Chicago. Mr. Duey viewed the State street displays and placed some orders for spring display supplies.

✕ ✕

MARIN LEARD of the R. C. Bollinger Company, Muskogee, Oklahoma, was awarded first prize of \$100 for the best window display during Edison week, recently observed throughout the Texas zone. There were over three hundred contestants entered in the contest.



GEO. J. COWAN, President
Author of several Window Display Books.
Twelve years' experience in Dry Goods and Dept.
Store Window Display.
Student of Chicago Art Institute, 1897-8.
Lecturer on Window Display.
For ten years contributor of Window Trimming
Articles to the foremost trade papers of America.
Editor for eleven years of Window Display Section
of the Dry Goods Reporter.

LET THESE MEN HELP YOU!



E. M. LEWIS
Instructor in Retail Advertising
Twenty-five years' retail experience from Clerk to
Manager.
Graduate of well-known courses in Salesmanship.
Ten years advertising manager in retail stores.
Teacher of this subject for two years in New York
City and three years at the Koester School.

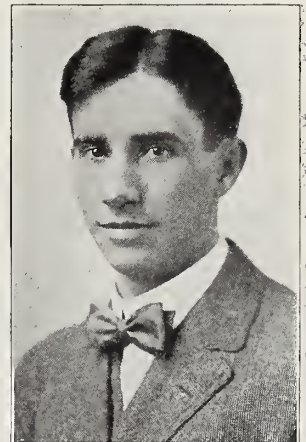


W. H. BATES
Window Display Instructor
Ten years' Window Trimming experience in Dry Goods, Shoe and
Department Stores.
For five years contributor of Window
Trimming articles to: Merchants
Record and Show Window, The
Shoe Retailer, Dry Goods Reporter,
Dry Goodsman, etc.
Graduate of the Koester School.
Best known authority in draping.
Seven years' experience as teacher
in the Koester School.

THEY started at the bottom and are now recognized authorities in the subjects that they teach. They found their way to the top through their ability to master every detail of their work, and are thus in a position to give you just the instruction that will make your work most successful in the shortest time.

Let them teach you from their years of experience, so that you can go ahead with surer step. Learn in a short time what they learned through many years.

It makes no difference whether you are just a beginner or whether you have been doing the work for some time, a course at The Koester School will help you. A large percentage of our students are display men who have worked for years and have found that in order to be really proficient in their work they must make a study of it.



J. R. HUTSON
Instructor in Card Writing
Two years with United Cigar Stores.
Six years Founder and Conductor of
Card Writing School.
Four years with Gunning System.
Five years with Marshall Field & Co.
Five years as teacher in the Koester
School.

Study Advertising

They also find that a knowledge of advertising will often almost double their salary. We teach advertising at the School or by correspondence, thus enabling those who cannot attend the School to prepare themselves to do the advertising in the store.

Write for 1917 Prospectus

This book gives you full information about the School and shows pictures and letters from hundreds of the over 6,000 graduates of the School,

The Koester School

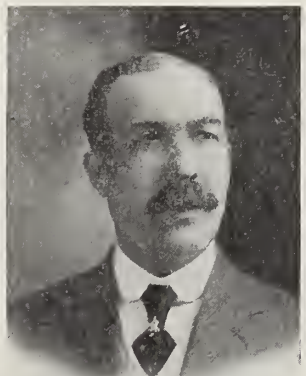
Teaching Window Display, Advertising,
Card Writing .. and .. Scenic Painting

215 South Market Street, Chicago, Illinois

The Koester School is the only school having a complete corps
of instructors with many years of actual teaching
experience. Read over their records.



IRVING L. BRADFORD
Lectures and Demonstrations
Twelve years' Window Trimming experience in Department and Dry
Goods Stores.
Instructor in Columbia Institute of
Mercantile Training, 1900 (first
school of Window Trimming in
America).



C. A. FAUST
Lecture on Shading Pen
Recognized authority on the use of
the pen, and teacher of penmanship
at Lane Technical High
School, Chicago.
Twenty years' experience in teaching.

ASKED AND ANSWERED

Note—In writing to addresses in this column, kindly mention the MERCHANTS RECORD AND SHOW WINDOW.

A Letter From Canada

Editor MERCHANTS' RECORD:

I notice that you are to conduct a display contest during the year 1917. I am a display manager and desire to ascertain whether I am eligible for your contest. I am a resident of Canada. Does that fact exempt me from competing?

I am also greatly interested in the Window Decorators' Union. Does it extend over the border, and is there any way I could become a member? I am forwarding a series of photographs of my latest windows and hope they prove worthy of reproduction. I may seem very inquisitive in my letter, but I regard the MERCHANTS' RECORD AND SHOW WINDOW as my "guiding star." Believing you will be kind enough to assist me, I am,

C. F.,
Regina, Sask.

ANSWER—We take pleasure in inviting you to compete in our contest. You are certainly eligible under the conditions mentioned. Being a resident of Canada in no way interferes with your eligibility.

You are also eligible as a member of the International Association of Display Men. For full particulars write to Mr. P. W. Hunsicker, secretary, 123 Dwight avenue, Grand Rapids, Michigan.

We are always pleased to publish photographs in season should they prove up to our standard.

§ §

Aluminum or Silver Grey Finish

MERCHANTS' RECORD AND SHOW WINDOW:

Gentlemen: We are placing a window with white oak background and desire to finish the oak in an aluminum or silver grey, but do not seem to find the right kind of stain. Also seem to have difficulty in finding a painter who can do it properly. What can you recommend to use, and how to use it? Thanking you for the information for which we enclose return envelope, we are,

Yours very truly,
B. M. Co.

ANSWER—Use a grey spirit stain applied with brush, and then rub off with a cloth. When dry, apply one thin coat of white shellac and after the shellac is dry apply a coat of Wheeler's white wood filler mixed with aluminum bronze powder. Rub off while moist. The filler will remain in the grain of the wood. After forty-eight hours apply "dead-lac." This is a varnish that dries with an egg-shell gloss and will preserve the under finish.

§ §

Store Fronts Remodeled

Editor MERCHANTS' RECORD:

Kindly recommend to us two or three reliable concerns that make their exclusive business remodeling store fronts. Knowing that you are thoroughly posted as to the different first-class concerns of that kind and their methods of doing business, we will greatly appreciate your references. Many thanks for giving this your prompt attention, we remain,

Yours very truly,
W. M. G.

ANSWER—In reply will suggest that you get in touch with the Kawneer Manufacturing Company, Niles, Michigan, who are specialists in the designing of store fronts. Another very reliable concern in this line is the Zouri Drawn Metal Company, 20 N. Michigan avenue, Chicago.

About Hess Show Cards

Editor MERCHANTS' RECORD:

I am a constant reader of the MERCHANTS RECORD AND SHOW WINDOW and consider it my school. I continually get my ideas for displaying my goods from the pages of the valued RECORD. While I am considered quite proficient in window decorating I am a failure as a card writer. I am a constant "copyist," however, of Mr. Hess, who writes for your paper. Would you inform me whether your Mr. Hess does work to order for display men? Thanking you for an early publication in your Asked and Answered column, I am,

Very truly,
F. H. C., Chicago.

§ §

ANSWER—G. Wallace Hess conducts the department of Show Cards and How to Make Them, appearing in each monthly issue of the MERCHANTS RECORD AND SHOW WINDOW, but also maintains a studio in the North American building, Chicago, where you may have any form of show card work, sketches and designing made to order. Mr. Hess' work is well known and he ranks with the highest in his profession.

§ §

Wants Scenic Paintings

To the Editor:—

I am writing to you seeking information regarding the purchase of scenic paintings. Would greatly appreciate it if you would suggest some concerns handling scenic painting that are up to the standard. Have been disappointed in my scenic work and desire to try a new concern. Also would be further obligated if you would state whether photographs of Christmas displays, put in for the Christmas season just past, would be acceptable in the 1917 contest of the MERCHANTS RECORD AND SHOW WINDOW. Thanking you,

Very truly,
H. E. S.,
Terre Haute, Ind.

ANSWER—We refer you to the various concerns advertising in this paper. Their advertisements will be found on other pages of this issue, and we can highly recommend them to you.

In reference to your other question we will say that you may enter photographs of 1916 Christmas windows and they will be placed with the current contest photographs.



Plate No. 4280. Men's Clothing Display by F. Stickhauer for Continental Clothing Company, Oshkosh, Wis.

Brown suits, red plush and brown hats were shown on one side of the window, while blue striped suits, yellow plush, and blue hats appeared in the other side. In the center was a grey overcoat.

Feldman's Humanized Wax Figures



Feldman wax heads are noted for their life-like appearance, being sculptured to depict in every detail the grace, poise and loveliness of a beautiful woman.

Feldman wax heads are firmly attached to forms by means of a metal screw. In the bust of the form is a threaded socket into which fits the screw that is worked from the inside of the form. The bust is thus fastened to the form in a most rigid and safe manner. Cannot fall off. The arms are attached by a revolving socket with a cam movement allowing the arm to be adjusted to any angle desired.

Send for catalogue giving prices and full descriptions.



Manufacturers of
DISPLAY FORMS WAX FIGURES
METAL AND WOOD FIXTURES

307

Feldman Fixture Company, New York

Salesroom: 24-26 West Thirtieth Street
Factory: 60-62 East Eleventh Street

Why Not Use Beautiful Backgrounds in your Show Windows

and in this way emphasize the good qualities of your merchandise

Backgrounds that are not gaudy and cheap looking will add to the interest and dignity of your establishment. You need backgrounds, but they must be properly designed and colored. We can give you something entirely new and original. We do not piece together or give you a poor copy of something you have perhaps seen before. We are designers and originators, and back of our work we realize and know what your merchandise needs to make it stand out to the fullest.

Write to us. Let an architect of color and design, who knows merchandise, furnish you with beautiful settings for your show windows. The amount you spend with us will not be expense; it will be an investment.

Beautiful modern art, Egyptian, Japanese or any of the periods. Our ornamental wood-working establishment in which we are equipped to furnish you with any kind of scroll sawings or carved design, is at your service.

Plaster relief, urns, vases, panels, heads, etc., decorative landscape panels in modern art design and Spring colorings.

Do Not Fail to Visit Our Show Rooms and Studio When in Chicago

THE BODINE-SPANJER CO.

Designers and Manufacturers of Decorative Backgrounds for Show Window

Phone Diversey 2585 1160 Chatham Court, CHICAGO

To get to our studio take Larrabee Street car, on Dearborn Street (down town), go north, get off at Division Street and walk one block west to Chatham Court.

M. P. STAULCUP, Eastern Representative, 44 East 23rd St., New York, N. Y.



PRESIDENT, E. J. BERG, Omaha, Neb.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT

L. A. ROGERS
Detroit, Mich.

2d VICE-PRESIDENT

MALCOLM
J. B. TENNENT
Portland, Ore.

3d VICE-PRESIDENT

CARL F. MEIER
Davenport, Ia.

TREASURER

W. H. HINKS
Minneapolis, Minn.

CHM. PROGRAM COMMITTEE

C. J. POTTER :: St. Louis

CHM. EXECUTIVE COMMITTEE

A. W. LINDBLOM
Minneapolis, Minn.

CHM. MEMBERSHIP COMMITTEE

ED. O'MALLEY
Kankakee, Ill.

CHM. PUBLICITY COMMITTEE

D. B. BUGG
New York

CHM. EDUCATIONAL COMMITTEE

J. D. WILLIAMS
Cincinnati, O.

International Association of Display Men

Your Duty as a Member

THE Membership Committee of the International Association of Display Men is making a live campaign for new members and expects to present a most gratifying report at the next convention. The committee has formulated plans for this campaign and will exert every effort to greatly increase the already large membership.

The men who compose the committee are "live wires" and have shown results in the past—but they are one in stating that the results this year will surpass those of any previous year. The main plan is to appeal directly to the enrolled members and urge upon them the desirability of increasing the membership and the great benefits the display man receives from connection with the I. A. D. M.

We reproduce below an article from the Membership Committee sent to this office by Mr. O'Malley, chairman, and ex-president of the association. Mr. O'Malley said it was the committee's plan to have monthly articles appear in the official organ until the Association convenes next August. The

first plea for "pep" in securing new members follows:

To the Members of I. A. D. M.—

With this issue of the Merchants Record and Show Window we begin a campaign for a big increase in membership and in this the Membership Committee not only asks but implores the assistance and full co-operation of every member of the organization. If each and every member will but go a step out of his way and ask at least one good man in his locality to enlist in the I. A. D. M. it will be a mighty aid in bringing the campaign to a grand success. We want all the members we can get and we need them in order to make our association what it should be and what every member should desire to have it.

We urgently request that every reader of this article kindly take the appeal to heart as it is for the interest of all and not for a part. It is as much for your interest as it is for the interest of the committee making the appeal.

The more good members we have enrolled in the

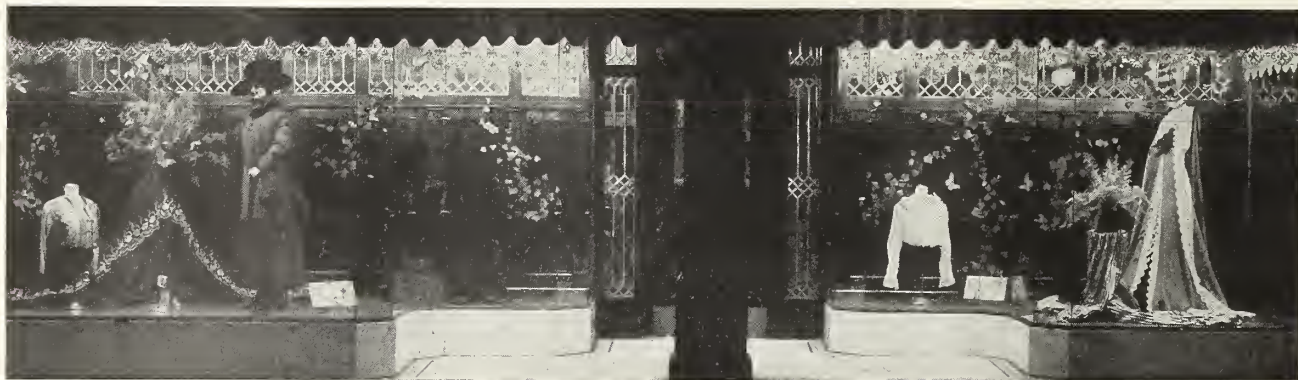


Plate No. 4281. Display by James W. Johnston for H. B. Bradley's Dry Goods Company, Franklin, Pa.

This reproduction shows some very cleverly arranged window displays. The decorations were simple; the permanent background being used with a scattering of foliage here and there. Two wicker baskets filled with natural

ferns were placed in these windows. The style of store front construction is surely a great aid to the displaying of goods in this store as may be judged from the reproduction.

Palmenberg

May We Have Your Name, Please?

Also connection, address and kind of merchandise handled so that we can mail you *Our Current Ideas In Print and Picture* properly and promptly.

New things in Wax, Papier Mache, Metal, Wood, Etc. Appear Frequently. It is the aim of the distributing end of our publicity department to keep you posted at your request, therefore, we shall send you our general catalogue, or one of our women's wear, men's wear, shoes, millinery, jewelry catalogues, etc. according to your requirements. Let us know your line so that we may classify you on our mailing list.

J. R. PALMENBERG'S SONS

Established 1852

63-65 West 36th Street, New York

New York

Boston

Baltimore

Pittsburg

St. Louis



NA-DE-CO

The perfect window Valances, Panels and Drape Shades are used by the leading stores throughout the country. There's a reason. Write today for our illustrated catalogue and price list which will explain why we sell to the best stores.

National Decorative Co., Inc.

MANUFACTURERS AND DESIGNERS
CAMDEN, N. J.

Have You Had a Raise Recently?

If you are employed in a retail store and have not had a raise of salary within the past year or two, we may be able to help you get one.

Let us make a display man of you.

Our course in Window Dressing is wonderfully complete, yet it is so simple that it can easily be mastered through a few hours' study each week.

If you are a salesman, our course will fit you for a position that will command a much higher salary.

If you already know something about window display, our course will help you to advance much more rapidly.

Let us send you the full details about the International Correspondence Schools course in Window Dressing. Let us explain how carefully and how completely each student is taught to display merchandise as it is shown in the windows of the best stores.

Write today for Catalogs.

International Correspondence

Box 1454

Schools

Scranton, Pa.

I. A. D. M. the more favorable recognition our organization will receive from the merchants and manufacturers, and with the interest and co-operation of these men working together with our own, the benefit can not truly be estimated.

Ask the other fellows in your city to join—don't imagine or feel that you should be the sole representative of the I. A. D. M. in any particular locality. To be sure, you will meet in the course of your travels a few extremely "wise ones" who have "nothing to learn" and whose ultimate end is their own selfish end. It is very difficult to convince such a man or body of men of anything save his or their greatness.

Gather in the good fellows, and there are many of this kind as yet not members of our organization. We want this sort and feel sure that the association will somehow struggle along without the few "wise ones" to guide its destinies. Do not be backward in approaching prospective members. It makes no difference whether you are display manager for a large house or fourth assistant in a little country store—we are all members and working for the same end.

Therefore, make it your duty (and it is your duty as a loyal supporter) to secure at least one new member. Any prospective member may receive any information he desires by sending a post-card asking for that information to any one of the undersigned. With best wishes for a very successful and happy 1917, we are

Yours in the interest of new members,

EDW. O'MALLEY,

Chicago Store, Kankakee, Ill.

WM. H. TEAL,

La Salle & Koch Co., Toledo, Ohio.

CLEMENT KIEFFER, JR.,

C. A. Weed & Co., Buffalo, N. Y.



Plate No. 4282. Lingerie Display by C. D. O'Connor for M. Goldwater & Bros., Phoenix, Arizona.

The goods shown in this window were pink, white, and blue, arranged in sections. Because of the delicacy of the colors, all show white in the photograph. Natural smilax was used on the background and amongst the linens, while ferns were placed at various places about the window.

Educational Matter Now Ready

THE Educational Committee has prepared three sets of stereopticon slides from the prize winning photographs and others sufficient to make up the three sets from the photographs entered at the last convention. There will be over a hundred in each set which will be sufficient for a run of about an hour and a half or two hours if a little time is taken up in the study of the views.

It might be suggested here that each club freely discuss these displays in order to get all the good out of them they can. Study the general arrangement, the background, the decorations and general attractiveness. Criticise them for good points and weak ones as well. Each slide is numbered and a list has been prepared to accompany them to show who the display was by, for what firm, and in what city. In this way members may know exactly "who's who." and what his work is like. It will also give members an opportunity of asking questions of the leader, whether any changes could be made to make an improvement. This is encouraged in order to get all the educational value out of them. One member may notice a particularly good point in the decorations that another might not notice, likewise the layout, etc., so do not be afraid to speak right out in "meeting" for this is for your own good.

We can truthfully say this is the best set of slides ever given out as we had a better average of photographs to choose from. They are from all parts of the country, by many of the leaders in our profession and are a wonderfully fine collection which speaks very highly for the quality of work done by our members. Not only are the slides available but the original photographs are also neatly bound into albums of from ten to twenty in each album. These have also been arranged into groups. There are seven groups in all and with each group a few show cards will be sent so that all members may have an opportunity of looking over these splendid photographs and have plenty of time to study them.

With the three sets of slides and seven groups of albums it will give each association material for ten nights. Once a month, as most of the clubs hold their meetings, it will provide matter for ten months. Now get busy and write the Secretary just what you wish and for what night you wish it. This matter will go out express prepaid, and we hope each club will prepay charges in shipping to the next place they go. This should make it absolutely fair all around.

How to get the educational matter. Make your request to the Secretary who will ship this matter to you, charging you with the value of it and holding you responsible for it until he receives the express receipt for the shipment of same to whatever point he has directed it.

The educational matter is the property of the



C. J. NOWAK

All Instructors In The School
Are E. T. S. Graduates.

Their remarkable success
in the retail field, due to
AN APPLICATION of E.
T. S. methods, set such a
high standard that it quali-
fied them to become in-
structors in the ECONO-
MIST ORGANIZATION.



Nu-Art Drapes

Originated by C. J. NOWAK

of the

Economist Training School

ORIGINAL IDEAS are always in demand,
that is why E. T. S. training is so efficient,
you learn to DEVELOP IDEAS OF
YOUR OWN and adapt them to your work.

The trained displayman puts a selling
argument into his display—HIS WINDOWS
TELL A TRADE-PULLING, BUSINESS
BUILDING STORY for his store and its
merchandise.

THE ECONOMIST TRAINING SCHOOL
trains men to put in windows that sell. It
trains the "learned by experience" dis-
playman to put in better displays; it trains
the beginner along the right lines.

You are taught THE HOW OF DISPLAY
MANAGEMENT, CARD WRITING, AD-
VERTISING AND SALESMANSHIP,
AND THE WHY. You are taught to work
intelligently by men who have won inter-
national reputation. You get your train-
ing in an ATMOSPHERE PULSATING
WITH THE GREAT THINGS—in the
heart of New York City.

"In this age of specialists it is the
TRAINED MAN WHO WINS THE BIG
SALARY."

Make A Real Resolution
To Qualify
For A Bigger Salary
This Year

You do want to increase your earning
capacity—every live man does—NOW is
the time to start.

Fill In This Coupon NOW
Cut It Out, Mail It.



ECONOMIST TRAINING SCHOOL

INSTRUCTION DEPARTMENT OF THE DRY GOODS*ECONOMIST

239-243 West 39th Street

NEW YORK CITY

Send Me
Information
About Classes

Name.....
Address.....
City.....State.....

I. A. D. M. and for the use of its branch Associations, and we hope they will avail themselves of the opportunity to use it often.

No matter will be shipped out until we know you want it and the date you wish it for, so as to know when to call for its shipment to some other place. This is all live matter and we do not wish to have it lay around in express offices waiting for some one to make a claim for it, as has been done in the past.

Each group of albums or set of slides will be recorded so as to avoid shipping duplicate to any branch association.

Set A-16 Stereopticon slides will be from the first 13 classes of our last contest. They will be the prize winning photographs and others selected from the same classes to make up a variety, in displays as well as in treatment. With this set are included fifteen hand colored slides of the displays of Mr. Toll, now of the Friedman-Spring Co., Grand Rapids, Mich. The Committee wishes to publicly thank Mr. W. G. Toll for this generous gift and are pleased to give them space in the first set of slides to be sent out.

Set B-16 will embrace classes 14 to 25, which will include the men's wear lines, shoes, hardware, furniture, stationery and jewelry lines.

Set C-16 will embrace the balance of the classes,

taking the grocery, drug, luggage, and holiday lines with all special interior, exterior, booth, float and automobile decorations and will be a very interesting set of slides.

The albums will be grouped in the following order: Group 1 will be the original sweepstakes class, show cards, and drawings.

Set 2 will be of women's ready to wear garments; infants' wear, lingerie, corsets, miscellaneous and show cards.

Set 3 will be men's wear lines, and show cards.

Set 4 will be millinery, furs, linens, lingerie, show cards, and will include the draping.

Set 5 will be shoes, leather goods, hosiery, toys and holiday lines and show cards.

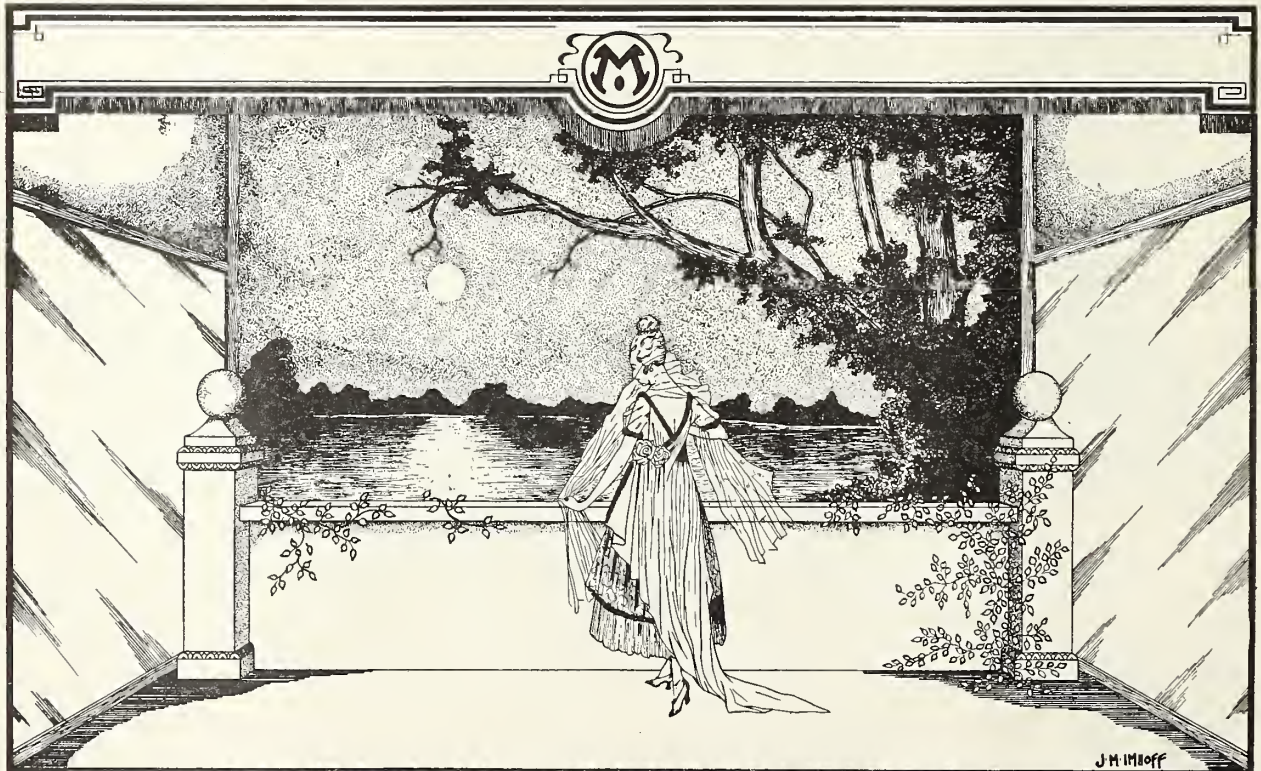
Set 6 will include furniture, drugs, grocery, stationery lines and tableau displays.

Set 7 will include the exterior and interior decorations, booths, floats, etc.

We are sure this matter will all be interesting and the members will appreciate the way their photographs have been preserved.

Get in touch with the Secretary for any of the above matter.

EDUCATIONAL COMMITTEE,
J. D. Williams, Chairman.



SCENIC BACKGROUND SUGGESTION BY J. M. IMHOFF, WITH THE MODE, LTD., BOISE, IDAHO.

HARDWARE WINDOW DRESSING

¶ We have just issued the only book ever published on window dressing for the hardware store.

¶ It is a book that will make a lot of money for any hardware store.

¶ Everyone knows that advertising pays. Window advertising is the best and most direct form of advertising.

¶ This book tells how to make your windows pay big dividends. It tells how to display everything carried by a hardware store, from stoves and ranges to safety razors.

¶ It tells how to make your own fixtures and put in money making displays at no cost whatever. It also tells just how to put in elaborate displays for special occasions.

¶ This is not a theoretical work containing the opinions of one man only. It is a collection of the best ideas of the most expert window dressers in the hardware trade with specimens of their best work.

¶ These men have contributed their experience covering every phase of hardware display. This volume therefore represents the sum total of information on the subject.

¶ Every step is explained in detail not only in words but by diagrams and illustrations. There are more than 200 reproductions from photographs showing splendid displays of all kinds of hardware adapted to all kinds of stores and all kinds of windows from the largest to the smallest.

¶ Anyone can follow the directions in this book and put in money making window displays. No experience is necessary. The descriptions are so simple that any clerk can follow them.

¶ The price of the book is \$2.50 prepaid and the first window display put in will pay for it a dozen times over. The price in combination with one year's subscription to the Merchants Record and Show Window is \$4.00. Subscriptions advanced from any date. Our name is a guarantee that "Hardware Window Dressing" is all and more than we claim for it.

THE MERCHANTS RECORD CO.

431S. DEARBORN STREET,

CHICAGO



For the
WHITE SALE
and
Spring Opening

—the experienced display man sees that his supply of Upson Board is on hand—ready for both window and inside-the-store use.

Confessions of a Successful Decorator

"YES, they do credit me with ideas—and artistic effects—and good-paying windows," a decorator in one of New York's greatest stores admitted to us recently.

"But I want to acknowledge my debt to Upson Board in helping me get those results.

"First, it saves me a lot of time and bother—really makes my most elaborate displays possible. Cuts clean and quick, just like wood. The five thicknesses, ten lengths and widths, up to 64 inches are mighty convenient.

"I can work out any scheme of decoration with it I please. It paints any shade I want—one economical coat quickly does the job, without streaking or spotting.

"There's no noticeable warping. And it lasts. I keep permanently on hand a number of painted 'sets'—they're always like new.

"I use it for all my window backgrounds, and extensively for pedestals, shelving, interchangeable fixtures, plateaus and other display forms. There's nothing finer for signs.

"Also, inside the store, I induced the chief to use Upson Board to partition off model and rest rooms and to line the ceilings and inside walls. He makes booths, screens and cabinets with it, too."

Upson Processed Board is the **DEPENDABLE** wall board. Actually artificial lumber. It is harder and stiffer than other boards and so can be handled much easier than the average punky wall board. It is the *only* wall board **SCIENTIFICALLY PROCESSED**: surface-filled; effectively waterproofed and kiln-cured. Upson Board is free from wax and paraffine—therefore any kind of finish can be applied to it.

If you are ambitious to win a big reputation as a decorator, Upson Processed Board will interest you, because it will help you. Write for full information.

THE UPSON CO., Fiber Board Authorities
260 UPSON POINT, LOCKPORT, N. Y.



UPSON PROCESSED BOARD

The Most Dependable Wall Board Made in America

Be sure to ask for "Upson Board" and not ordinary "wall board". There's a difference. Upson Board has the famous **BLUE CENTER**. Do not be confused by imitations, made to look like genuine Upson Board, with light colored faces and a blue center. The fact that such boards are forced to imitate the appearance of Upson Board is evidence of their inferiority.

Now Down to Business

MERRY Christmas and Happy New Years have been passed around and the big rush is over, now I hope members of the I. A. D. M. will take a new interest in our affairs, invite a few more men to join with us and begin to boost for the next convention.

Just a reminder for the emblem that we want. Now members we want an emblem. Get busy, send in an idea. Haven't got enough to make the selection just what it should be, you know, although the winner might already be among the ones that have already arrived. What's your idea, members? How about it? Can't you just send in your idea between now and February 15th? Just an idea, you know. The winner does not depend on the perfection of the drawing. That will be taken care of later. We want to adopt some permanent insignia for our organization. Some mark of distinction that can be used on cards, letter heads, badges, pins, buttons, fobs, etc.

The Masonic Order has the compass and square. Odd Fellows have the three links. Modern Woodmen have the beedle ax and wedge, etc. Every order has its own distinctive emblem. Corporations, manufacturers and colleges have adopted some insignia. Why not the Display Men? That is what we want to do now and we are depending on our members to furnish the idea. It is up to you fellows. Make two or three suggestions and send them in. **DO IT NOW.**

Remember the emblem adopted by the Rice Leaders of the World? It was a good one. Really it was a combination of several, all combined in a way to make it distinctive—that is what we want. Some distinctive emblem that we can use wherever we may have use for it. Remember—get the drawing in now. February 16th is too late. The 15th is the date the contest closes. Every member of the Association is eligible, from the the president down to the last new member.

We are pleased to announce the election to membership recently of the following new members:

Mr. Alexander G. Fader, with the Meekins, Packard & Wheat of Springfield, Mass.

Mr. Blair Anawalt, now at Escanaba, Mich., but recently of California, and a member of the Southern California Association.

Mr. Albert F. Marsh, with H. M. Silman, St. Marys, Pa., and Mr. Floyd C. Lentz, with Masters Fuhrman, Inc.), of Okmulgee, Okla.

We have many other applications pending. We are pleased to have these progressive display men unite with us and hope for many more as I have recently had quite a number of inquiries to whom applications have been mailed.

With the Educational Matter really working, now I am sure all the local clubs will take new interest in the Association affairs. Our past years were a grand

success. Let us make the coming year and the coming convention another big "scream." It's up to you to do your little share of the boosting. Get the display men in your city interested and start a branch association and get the use of the slides and albums of original photographs the Educational Committee is putting out. Remember the matter goes to you free. All we ask is the forwarding charges to the next place.

We are glad to furnish information to any one wishing to unite with the Association, start a branch Association, or any information regarding the Educational Matter.

Again wishing all a happy and prosperous New Year.

P. W. HUNSICKER, Secretary.



Plate No. 4283. Display by B. H. Logan for The Viets Clothing Company, Wichita, Kansas.

This display of a well-known brand of underwear was very neat and proved a sales producer. The background panels were filled with grey velour and the stands were of mahogany. Plush velour of a deep green shade was arranged around the floor. A wicker basket at the right of the window was filled with natural foliage. Several posters were used.

A Letter From the President

TO the Members.—Through your wonderful work you created demands for gifts that have made millions happy; but few of those that have been made happy have given a thought to the work of the display man in having made Christmas shopping a pleasure. But we get a great deal of pleasure out of our work, for each year we strive to outdo our previous attempts and the real Display Man is not satisfied unless his last season's attempts have been improved a hundredfold.

Let us be cheerful even though it is a big task we have completed and even though there be bigger ones ahead.

I take this opportunity to make a few suggestions regarding things of much concern to every display man. For the most part they have reference to our convention. I believe that several changes should be made in our by-laws, one of which would change the day for balloting on the next convention city. I suggest that this very important

All Orders Filled on Time

IN spite of being handicapped by the scarcity of materials and labor, which was felt by manufacturers in all lines, L. BAUMANN & CO. filled all orders on time.

LOOKING back at what we have accomplished, it prompts us to express our appreciation to those whose courtesies and patronage aided us in our progress.

WE are thankful to you all for the many favors rendered us, and extend to you the Season's compliments, with sincere wishes for a joyous and prosperous New Year.

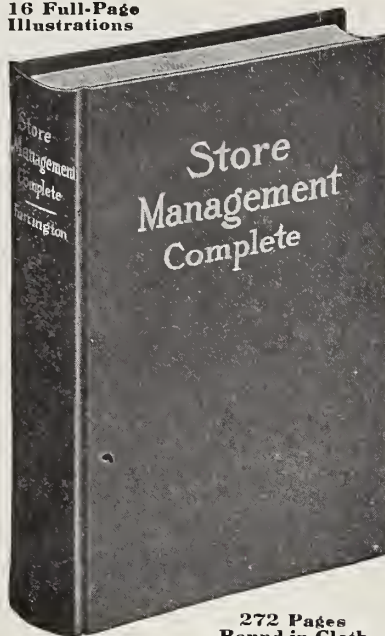
L. Baumann & Co.

Leading Importers
and Manufacturers

357-359 West Chicago Avenue
CHICAGO

Store Management—Complete

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK

BY
**FRANK
FARRINGTON**

A Companion Book to
**Retail Advertising
Complete**

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

**CHARTER V.—THE
STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Book Department

MERCHANTS RECORD AND SHOW WINDOW
431 So. Dearborn St. **CHICAGO**

A Worthy Resolution

Use ***Perfect Stroke***

Brushes and Supplies

and throughout 1917 you'll have window cards and display cards of which you can well feel proud. Perfect Stroke Brushes insure clear, clean-cut lines without ragged edges. They are guaranteed not to shed and will be found satisfactory in every detail. Perfect Stroke Colors are uniform in quality and consistency.

Send for Our Big Circular of January Specials

Specials that spell real economy for you and are real bargains when Daily quality is considered. Write today for this big circular of special January values. Ask for M-1.

Bert L. Daily

Advertisers Bldg. Dayton, Ohio

event take place on the second day of the convention when the attendance is large. It has hitherto been the custom to decide this question on the last day and when there was but a mere handful of delegates present.

My second suggestion concerns the conducting of the educational feature and it is my conviction that this part of the program should be arranged for I. A. D. M. members only or a normal charge be assessed to all non-members desiring to be present at this feature. Each member should present a card at the door of the convention hall and in this way we will feel sure that we are giving the members what should be theirs.

There is a possibility that the date of the next convention should be changed to an earlier date, say July, in order that the manufacturers of fixtures and artificial flowers be provided with the opportunity to show samples for fall orders. The display man would also be likely to gather some new ideas with plenty of time to work them into concrete form.

Then too, I would be in favor of dividing the big convention contest into two classes. One class to include photographs of displays in cities of 35,000 population and under, while the other class would include those from cities over 35,000 population.

The foregoing are suggestions I consider for the betterment of the association and suggestions from any member should be readily made if it's for the welfare of the I. A. D. M. We want this to be the best association in the world and we will have it; but we must have the co-operation of every member.

I would urge you now to get busy for that series of sales which are about to break upon us. Show your employer that attractive displays are as profitable under sale conditions as under any other.

Extending to every member of the I. A. D. M. a happy and prosperous New Year, I am yours for the best interest of all Display Men.

E. J. BERG, President.

✂ ✂

Keep Your Eye on St. Louis

AT the recent meeting and banquet of the St. Louis Display Men's Association, held at the Planters' Hotel, P. C. Baker, superintendent of the Famous-Barr Company, was the principal speaker of the evening. He took for his subject "Co-operation, and the Value of the Display Man to the Store." His talk was exceptionally forceful and developed many interesting and profitable points for the display man. A rising vote of thanks was extended to Mr. Baker and the members of the association are anxiously awaiting his next talk, which he promised would be in the near future.

Joseph Chadwick was on the program and gave an excellent demonstration of draping dress goods on forms. Following Mr. Chadwick's exhibition Pres-

ident Walter E. Zemitsch called on every member present for a suggestion of some sort that would help to make the next convention of the International Association of Display Men, which is to be held at St. Louis next August, the biggest and most successful of all conventions. The response was exceedingly gratifying and the outlook for the St. Louis men to accomplish their end seems certain.

Mr. Vosberg, display manager for Joseph Horn Company, Pittsburgh, was a guest and his brief remarks were enjoyed by all.

The remainder of the evening was given over to debating on various points of window decorating and plans for the betterment of the display man. This feature seemed to be enjoyed to the fullest extent and debating will be on all future programs of the association.

The committee that will receive the convention delegates is composed of the following members: Walter E. Zemitsch, president; A. Manee, vice president; B. A. Rainwater, secretary; A. M. Kuntz, treasurer; J. T. Evans, George Fehl, George W. Foster, A. Gillingwater, E. R. Dean, Robert Flynn, A. A. Hansen, Cecil Cruncleton, B. J. Berning, W. Lambach, Thomas Hoecker, Oscar Hagen, E. Hawkins, William Bellison, J. Chadwick, J. H. Hobelman, J. C. Neef, C. J. Potter, F. C. Seunewald, P. J. Somerlad, P. S. Williams, M. S. Brad, W. L. Blanton, P. W. Kloeris, Al Beyer, Frank Dubbs, E. W. Kandler, Jr., James Henderson, George Hemminghaus, E. Toomey, A. Volland, C. L. Daun and F. W. Kloslermeyer.

✂ ✂

Kenosha Makes Award

ISERMANN BROTHERS have been awarded first prize offered by the Shop Early Committee of Retailers, for the best holiday display in Kenosha, Wisconsin. Second honor went to S. & J. Gottlieb Company, and the third to the Austin Shoe Company. There were one hundred merchants entered in the contest and N. Collenburg of Milwaukee acted as chief of the judges. The points considered in judging the displays were: First, attractiveness of window; second, trade-pulling qualities; third, skill in arrangement of display.

Many of the windows were unusually beautiful, and in many cases artists from other cities were secured to make up the displays.

The stores to receive honorable mention were: Heyman Store, Regner Jewelry Company, The Barden Store, C. H. Hurd, Bode Brothers Company, A. J. Kubec, Dare's Clothing Store, and W. H. Robinson.

✂ ✂

DECORATORS may find it a big help in designing booths, by first making small models of small boxes.

✂ ✂

FULL co-operation with the I. A. D. M. is a good resolution for 1917.



Made in all sizes.

For All Requirements.

Permits the Use of Colors (All Kinds.)

Offers You Unlimited Possibilities for More and Better Work.

USE CUP OR BOTTLE.

One of Our Many Popular Models

PAASCHE Famous 3 in 1 AIR BRUSHES

Are Used by the Leading Show Card Writers—Sign Painters—Window Trimmers—Displaymen Everywhere.

Preferred for Reason of Speed—Durability—Efficiency and Attractiveness of work produced.

INCREASE YOUR EARNING CAPACITY

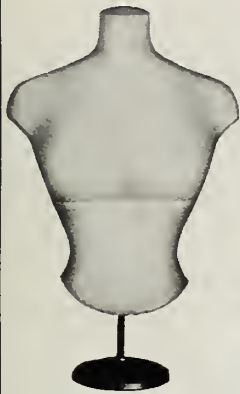
Write for Our Literature

Paasche Air Brush Co.

7 S. Clinton St.
CHICAGO

A New Home

For Our Products



No. 1724 A. B.

You are invited to visit our beautiful new show room, which will be completed about January 15. It is just full of new forms, fixtures and wax figures. Many of them will suggest new trims, produce new ideas and help make 1917 the biggest year on record. We want you all to be sure and see us on your next visit to Chicago.

Let Us Send You Our Illustrated Form Booklet

Great Western Fixture Works
616-618 Medinah Building
178 West Jackson Boulevard
Chicago

With This Complete Outfit, Ready for Immediate Use, You Can Clean and Retouch Your Own Wax Figures

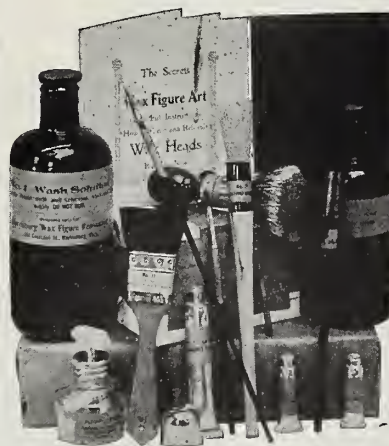
Producing the same clear (Oil) finish to your wax figures as they had when they were first purchased.

Without Restrictions—We positively guarantee this outfit to do satisfactory work or we will refund the money.

Formula of All Materials Is Included with the Outfit.

Now used by thousands of the leading stores everywhere.

OIL FINISH OUTFIT No. 5



Consists of the following:

Enough materials ready prepared to clean and retouch 100 full wax figures.

Complete equipment of tools required for the work.

Instruction book carefully explaining how to clean and retouch wax figures, also repair all broken and damaged parts.

Complete formula of all materials used in the outfit is included. This will enable you to replenish the materials as they become exhausted.

PRICE OF COMPLETE OUTFIT INCLUDING FORMULA, \$5.00

Catalog free, also list of concerns using outfits

Harrisburg Wax Figure Renovating Co.
335 Crescent Street
Harrisburg, Penna., U. S. A.

"The Biggest Value in Instruction Books I Have Seen for a Long Time"

That is what a publisher of a trade paper for showcard and sign people says. The book is written by A. E. Hurst and C. J. Nowak, two of the best known show card authorities of America. In 34 lessons the book covers every phase of the subject of showcard writing for retail stores. Specially valuable, because it contains all the latest ideas. Of help to both the beginner and the man who wants to be up-to-the-minute.

Ask for *The Haberdasher's Showcard Writing System*.

PRICE \$1⁰⁰ PREPAID

The Merchants Record Co. 431 South Dearborn Street
CHICAGO, ILLINOIS

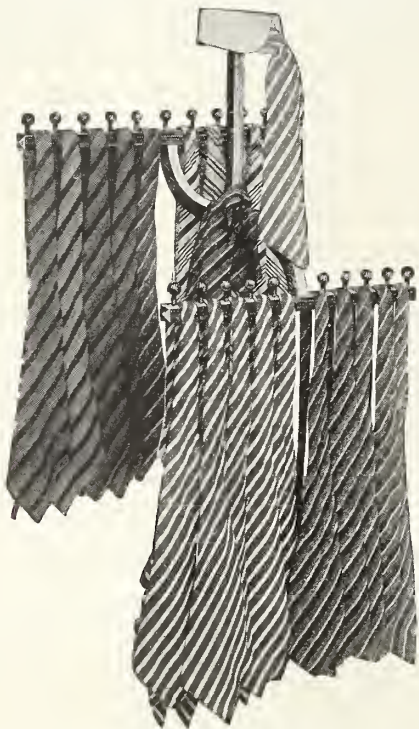


94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases

For Our Advertisers

New Tie Display Rack

A new tie rack, made by the Hincer Manufacturing Company, Washington, Ind., is shown here. The ties on this rack can be readily seen by the customer because they do not back up against each other, but are all in full view. The capacity of this rack is 12 dozen ties; three dozen to each section, each section displaying four differ-



ent patterns. The rack is made with the new style de luxe base, tapered standard, and has room for price ticket. All connections used in the construction are of metal. This rack is useful for interior ledge display as well as counter purposes, and the window decorator can trim it up and use in his window display.

Schack's New Publications

The Schack Artificial Flower Co., 1739-41 Milwaukee avenue, Chicago, Ill., has just issued two big new Flower Books which will be welcomed by every display man in the country.

Schack's New Spring Flower Book for 1917 is the best and most instructive book they have ever published and contains a host of new ideas that will be of great help this coming season. Special mention should be made of Schack's Build-O Unit which is an absolutely new and original idea in decorative construction work.

There are many other interesting features in the New Spring Flower Book, including a great variety of new flowers, vines, trees, papier mache decorations and other specialties, all designed for the coming spring and Easter season and now illustrated and described for the first time.

Schack's New Suggestion Book for the Displayman is a suggestion book in every way the word implies and is the very last word in helpfulness. Filled from cover to cover with illustrated ideas described in detail. To the display man who is always looking for something new, this Suggestion Book will act as his guide for more ideas.

These books are now ready for mailing and will be sent to you free by making a request to the Schack Artificial Flower Company. Tell them that you read all about the two new books in this issue of the MERCHANTS RECORD AND SHOW WINDOW.

✕ ✕

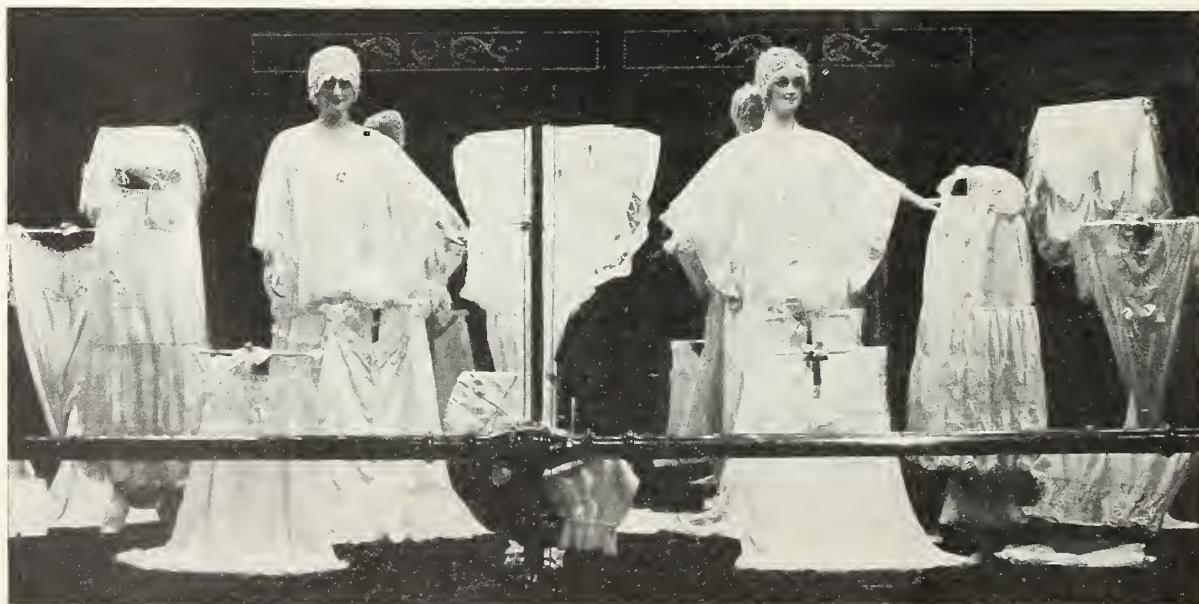
New Catalog to Be Issued

The Swift Studios, whose announcement appears on another page of this issue, is to have ready next month a big, beautifully illustrated catalog which will be shipped to any display man on receipt of the request. This concern is one of the really big studios and will shortly include several new departments, information regarding which will be found in the new catalog. The high grade Swift scenic paintings and other products is well known to display men and is sufficient testimonial of their worth.

✕ ✕

New Show Room to Be Opened

On January 15, the Great Western Fixture Works, Chicago, will open to the public their new show room. This show room will be one of the largest and most beautiful in the country and forms will be exhibited in full drapes, fixtures set up and an expert window display man will be employed in the work of displaying goods on forms and fixtures made by the Great Western Fixture Works. Every display man is invited to visit this new show room where the latest in forms and fixtures will be seen. A new illustrated booklet has been made ready and will be sent on request. It includes full details regarding the new show room.



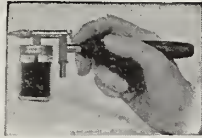
WOMEN'S WEAR DISPLAY BY WM. BUTEMENT FOR FORBES-WALLACE, SPRINGFIELD, MASS.

Attention! Display Managers

No. 1, \$7.00

Do you know that all attractive POSTER BACKGROUNDS in Chicago are made with **Practical Air Brushes**

Be sure and see that there is a **Practical Air Brush** in your window display and cardwriting departments if you want to have **Attractive Display Advertising**.



Patent Applied for

Send for circulars and special circular for winter stencils.

ECONOMY MFG. CO. (Not Inc.)

4755-57 London Avenue

CHICAGO, ILL.



Scenic Paintings

The largest catalog of Spring Scenic Paintings of Quality ever issued is Yours for the asking on your business stationery, as soon as they are off the press.

Prices from 20c to 50c the Square Foot

THE SWIFT STUDIOS

468 East 31st Street - CHICAGO



A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces. In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK



Creators of the Newest Ideas in Valances and Panels

Austrian Drape Shades a Specialty

Write today for our catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO

THE MERCHANT

who wants to make his advertising more effective should read The Advertising World—a magazine of great help to the retail advertiser. \$1 the year—and will pay for itself. A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD

Dept. M. R., COLUMBUS, OHIO

USE OUR
"RELIABLE SECONDS"
IN
SHOWCARD BOARDS
(WHITE AND COLORED)
AND SAVE MONEY

Samples and prices cheerfully furnished upon application

DOUGLAS WRAY PAPER CO.
INCORPORATED

Largest Exclusive Dealers in
Reliable Seconds in Cardboards

PRINTERS BUILDING

CHICAGO

The Art of Decorating Show Windows and Interiors

is full of just the practical plans and ideas that Merchants and Decorators want when getting up Decorations for any season or occasion A Big cloth bound book—over 600 illustrations.

Sent Anywhere on Receipt of \$3.50
All charges prepaid

The Merchants Record Co., Publishers
431 So. Dearborn Street, Chicago

Adjustable Reflector for Show Windows

Especially designed for use with the Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



KOESTER SCHOOL BOOK OF DRAPING



By
GEO. J. COWAN and WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping
How to Handle Goods
Color Combinations in Draping
Displaying Wash Goods
Examples of Early Drapes
Complete Window of Early Drapes
Later Examples of Early Drapes
37 Lessons in Draping
Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
Bolt Drapes

Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
Draping on Forms
Early Shell Form Draping
Finishes for Tops
Directoire Shell Form Drapes
Hipless Drapes
Panier Drapes
Full Form Drapes
Sheath Drape
Directoire
Miscellaneous Form Drapes
Arm Form Drape
Three Forms in One
Mermaid Drapes
Evening Gown Drapes
Comic Draping

Panier Drapes
Flanquette Drapes
Children's Form Drapes
Wax Figure Drapes
Waist Form Drapes
Skirt Form Drapes
Live Model Drapes
The Evolution of a Drape
Small Town Drapes
How to Lay Out Complete Windows
Background Draping
Interior Draping
German Drapes
English Drapes
Austrian Drapes
Danish Drapes
Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of \$3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago

Do You Use An Air Brush?

If you do and want Air Brush ideas in lettering and designs for making snappy show cards and price tickets

Send 50 cents today

(Coin or stamps)

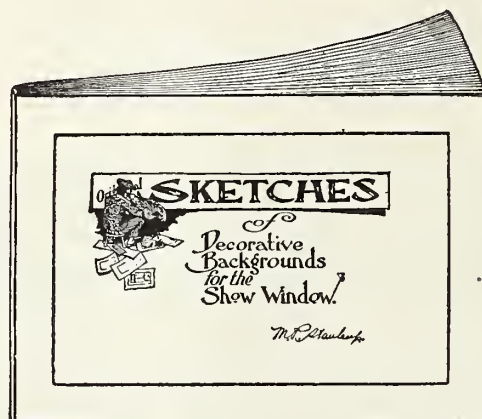
and receive by return mail a book containing over seventy-five different designs in colors.

ADDRESS BOOK DEPARTMENT

**MERCHANTS RECORD
and SHOW WINDOW**

431 So. Dearborn St., Chicago

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO



This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"

By GEO. J. COWAN

This is a most useful window trimming book and sells at only \$1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

- | | | |
|--------------------------------|---------------------------|------------------------------|
| 8 New Year's Windows. | 5 Fourth of July Windows. | Period Decorations in back- |
| White Goods Windows. | 7 Summer Windows. | grounds, showing examples of |
| 1 Lincoln's Birthday Window. | 2 Horse Show Windows. | Greek, Roman, Gothic, |
| 4 St. Valentine's Day Windows. | 6 Fall Opening Windows. | German, Japanese, Egypt- |
| Washington's Birthday Win- | Carnival Windows. | tian, Moorish, Italian, |
| dows. | Hallowe'en Windows. | French, Empire, Colonial, |
| 8 St. Patrick's Day Windows | 5 Thanksgiving Windows. | Mission, etc. |
| Spring Opening Windows. | 4 Christmas Windows. | 10 Sale Windows. |
| Easter Windows | | Bas Relief Backgrounds. |
| 6 Decoration Day Windows. | | Stencil Backgrounds. |

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50.

Merchants Record Co., 431 So. Dearborn Street
Chicago, Illinois

One Hundred Good Men's Wear Displays

How
To
Get
This
Book
Free

A collection of 100 fine half-tone engravings of Clothing and Haberdashery Displays. Selected from the best that have been published in recent monthly issues of *Merchants Record and Show Window*, and contributed by the leading decorators of the world. Issued in book form and printed on high grade enamel paper. Size of book 9x12 inches. Sent prepaid to any address upon receipt of \$1.00.

We will send free, charges prepaid, a copy of this book to any one, not already a subscriber, sending us \$2.00 for a new yearly subscription (twelve issues) to *Merchants Record and Show Window*. If already a paid up subscriber, send us \$2.00 and the name of a New Subscriber, and a copy of above book will be sent you free. Book must be requested at same time subscription is ordered.

Merchants Record and Show Window is the acknowledged authority on Window Dressing, Show Card Writing and Store Advertising. Issued monthly, \$2.00 a year, 25 cents a copy. Foreign rate \$3.00 a year.

ADDRESS

MERCHANTS RECORD & SHOW WINDOW
431 S. Dearborn Street, CHICAGO



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 Alphabets, 32 Sets of Numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

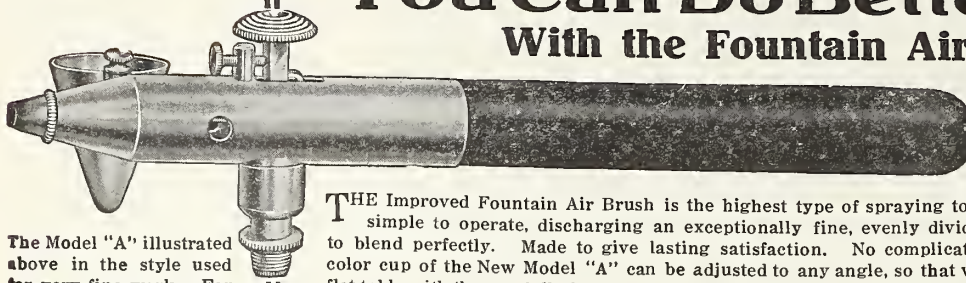
The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover, (imitation leather), \$1.25. Heavy board cover, bound in silk cloth, \$1.75. Sent postpaid to any address upon receipt of price.

MERCHANTS RECORD CO.

Book Dept.

431 S. Dearborn St., Chicago

You Can Do Better Work With the Fountain Air Brush



The Original Pencil-shaped Air Brush

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



Every Supply Man who paints signs, show cards and price tickets finds his greatest trouble with his supplies. Suppose these fellows would turn to a supply house which has studied the needs of sign men and card writers for over 17 years—what then? They could get the right kind of brushes and supplies for every job done. Besides getting the materials to work with, Mr. Strong will gladly give help and advice to all who will ask. If you in your work "get stuck" just write for help. We are constantly bringing out new labor saving devices and materials to

Save Time and Dollars

We sell the best brushes and supplies at lowest prices because we do such a "big business." We sell every place in this country. Ask us for our newest Strong Supply Catalog—it's absolutely FREE.

Detroit School of Lettering

1801 D. S. of L. Bldg.

DETROIT., MICH. U. S. A.

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

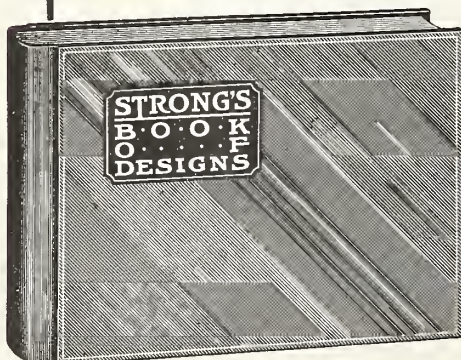
Special Brushes

For the show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1917 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl Street, NEW YORK



Handsomely bound Leatherette Cover.
Size of cover 8½ x 10½, lettered in gold.

STRONG'S BOOK OF DESIGNS

A Masterpiece of Ornamental Art,
Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone:—Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over \$4,000. They are printed on finest enamel paper.

The price of Strong's Book of Designs is only \$3.50 Shipped Postpaid on Receipt of Price.

THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.



Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED—Experienced window trimmer and card writer desires position as assistant window trimmer. Address Evans Peterson, 821 N. 7th Street, De Kalb, Illinois.

POSITION WANTED—An all around window decorator and show card writer wishes position with a cloak and suit house. Married man. Address Box 291, care Merchants Record and Show Window.

POSITION WANTED—Display man and card writer desires position. Experienced in men's wear. Best references. Prefer city of 50,000 or larger. Address Box 290, care Merchants' Record and Show Window.

WANTED—Hustling fixture salesman to carry my line of window valances, silk, plush and velours, as a side line. There is money in it. A few states not covered. Correspondence confidential. Karl L. B. Roth, Designer, 82 W. 1st Ave., Columbus, Ohio.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast States for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information Business Men's Clearing House, Denver, Colo.

POSITION WANTED—Expert display man and card writer now employed wishes to locate with reliable firm. Eleven years department store experience. Air brush and wax figure expert. Winner of two silver cups and other prizes at I. A. D. M. conventions. References and samples on request. Address H. L., care Merchants Record and Show Window.

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FOR YOUR ADVANCE SPRING SHOWING BER-ZER DECORATIVE SCENIC PAINTINGS

Color Sketch with Estimates on Request
BER-ZER STUDIO DAYTON, OHIO

If you want your

Wax Figures Repaired or Refinished

Choose JULIUS BLUMENTHAL.
1548 Wells Street :: Chicago, Illinois

It gives you that satisfied feeling that money is well spent
Also Restrung Display Dolls.

Publications of THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription \$2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, \$3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of \$3.50.

money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of \$2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of \$2.50.

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of \$1.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays illustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Any one who will follow the directions can put in

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year	\$5.00
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year	4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year	4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add \$1.00 to "Special Combination" prices where \$3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.

"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.

"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

"100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

Above named portfolios are printed upon high-grade half-tone paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription or renewal to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of \$2.00.



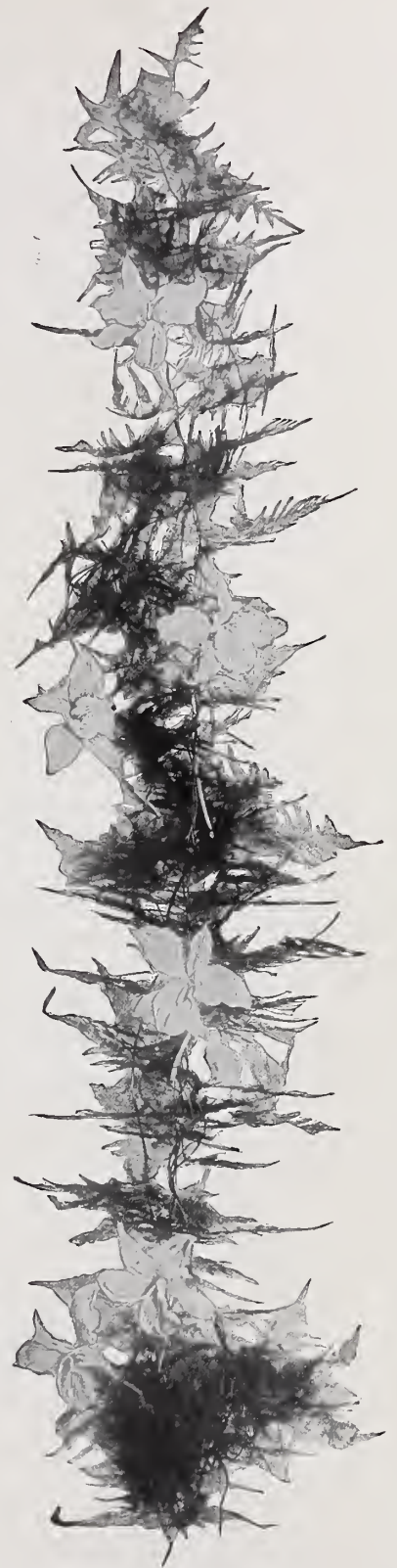
4271 Lattice work 54x36 inches decorated with natural prepared fireproof smilax in any color with roses to match, each, **\$3.50.**

Decorated with foxtails and smilax, each, **\$5.00.**

The above can be had in pink, yellow, blue or green.

Asparagus Vines for window decorations in green without flowers, per running yard, **\$0.75**

Adiantum Ferns natural prepared fireproof in any color as pink, blue, lavender or green, per 100 **\$5.00**



Asparagus Vines

Natural prepared transparent Florida smilax fireproof in 2 yard lengths 24 inches graduating to a point, in any color as pink, lavender, purple, green, per running yard, \$0.50.

Write for our Spring Catalog No. 48, size 11x16. Illustrations in colors. Free for the asking.

FRANK NETSCHERT COMPANY

61 Barclay Street, New York

MANUFACTURER AND IMPORTER OF ARTIFICIAL AND NATURAL PREPARED PLANTS, ETC.



Show Window Valances

Our Folder of Designs illustrates in ACTUAL COLORS a beautiful selection of window draperies.

Valances are especially appropriate for the approaching Season.

Send dimensions of your windows. We will mail our Folder with recommendations and net price of your requirements.

You incur no obligation.



Curtis-Leger Fixture Co.

237 West Jackson Boulevard
CHICAGO

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO

D.P.



The Increased Cost of All Merchandise

Necessitates giving more attention to your displays, if you want your turnovers better or even equal, to former years.

The lifelike appearance of Norwich Figures will do much toward helping you in this while their superior quality insures a profitable investment.

For full details see Our Catalog—copy sent on request

The Norwich Nickel & Brass Co.

Norwich, Conn.

New York
712 1/2 Broadway

Salesrooms

Boston
26 Kingston St.

Compo-Board Spring Displays



When you think of spring and Easter Displays, think of Compo-Board, they go together in the minds of thousands of display men. You can use Compo-Board, too.

Compo-Board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about Compo-Board. Send for sample and copy of this book, it's free.

Compo-Board Company

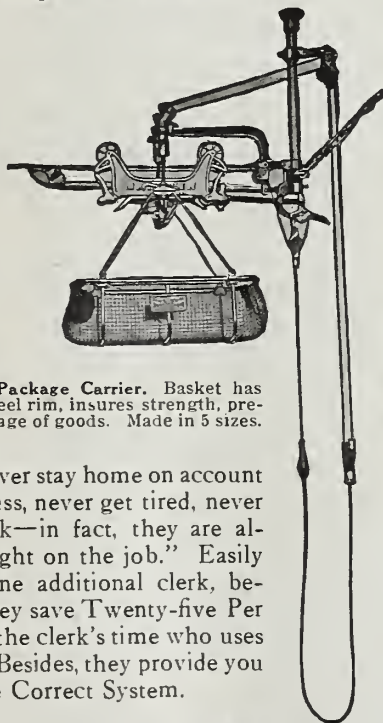
1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA

A PAGE FROM OUR BOOK OF SATISFIED USERS

We have hundreds and hundreds of such letters. This is an assurance to you that the Baldwin carriers will serve your purposes most satisfactory.

Read These Letters

Our 1917 Models
are the very latest refinements in Cash and Package Transmission.



No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

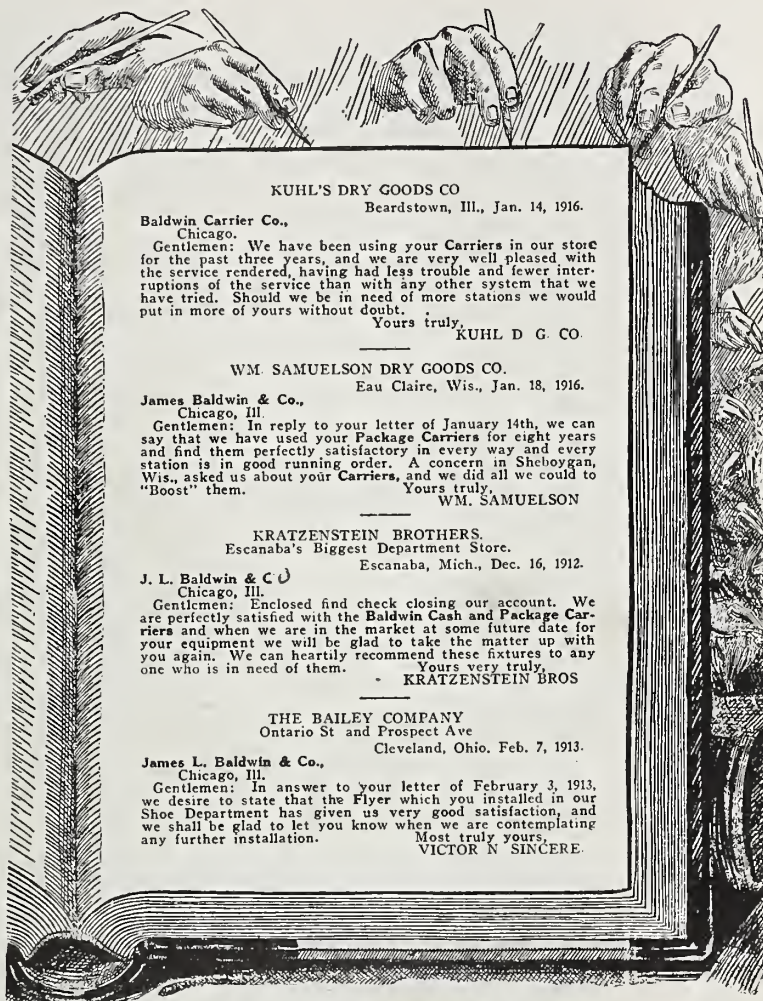
They never stay home on account of sickness, never get tired, never talk back—in fact, they are always "right on the job." Easily worth one additional clerk, because they save Twenty-five Per Cent of the clerk's time who uses them. Besides, they provide you with the Correct System.

Baldwin Carriers are the result of twenty-five years' experience specializing in wire line carriers. As specialists we can serve you BETTER.

James L. Baldwin and Co.
352 W. Madison Street, Chicago



*Either of These
Carriers Are Real
"Live Members"
for Your Sales
Force*



KUHL'S DRY GOODS CO

Beardstown, Ill., Jan. 14, 1916.

Baldwin Carrier Co.,
Chicago.

Gentlemen: We have been using your Carriers in our store for the past three years, and we are very well pleased with the service rendered, having had less trouble and fewer interruptions of the service than with any other system that we have tried. Should we be in need of more stations we would put in more of yours without doubt.

Yours truly,

KUHL D G CO.

WM. SAMUELSON DRY GOODS CO.

Eau Claire, Wis., Jan. 18, 1916.

James Baldwin & Co.,
Chicago, Ill.

Gentlemen: In reply to your letter of January 14th, we can say that we have used your Package Carriers for eight years and find them perfectly satisfactory in every way and every station is in good running order. A concern in Sheboygan, Wis., asked us about your Carriers, and we did all we could to "Boost" them.

Yours truly,

WM. SAMUELSON

KRATZENSTEIN BROTHERS.

Escanaba's Biggest Department Store.

Escanaba, Mich., Dec. 16, 1912.

J. L. Baldwin & Co.
Chicago, Ill.

Gentlemen: Enclosed find check closing our account. We are perfectly satisfied with the Baldwin Cash and Package Carriers and when we are in the market at some future date for your equipment we will be glad to take the matter up with you again. We can heartily recommend these fixtures to any one who is in need of them.

Yours very truly,

KRATZENSTEIN BROS

THE BAILEY COMPANY

Ontario St and Prospect Ave

Cleveland, Ohio. Feb. 7, 1913.

James L. Baldwin & Co.,
Chicago, Ill.

Gentlemen: In answer to your letter of February 3, 1913, we desire to state that the Flyer which you installed in our Shoe Department has given us very good satisfaction, and we shall be glad to let you know when we are contemplating any further installation.

Most truly yours,

VICTOR N SINCERE.

USE THIS COUPON

James L. Baldwin and Co.

352 W. Madison Street, Chicago

Please send me full information about

☐ Cash Carriers.

☐ Package Carriers.

Name

Town

State

Size of Store

Buy show cases that show your Merchandise

—that invite “a look in” by every customer.

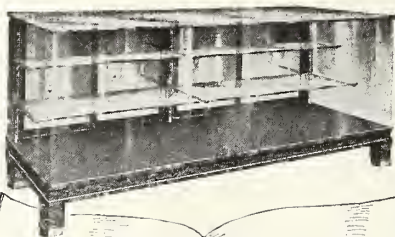
Make your show case displays valuable sales magnets by creating in customers the desire to possess.

It will pay you to let the “Quincy-case” create that desire.

“The worth of a watch is judged by its case.”

So, too, a show case reflects the worth of what's in it.

Just ask for “22.”



Before you buy Show Cases study the question. Get a fund of information first.

OUR complete Manual on Show Cases and Modern Store Equipment will be sent any merchant free on request. Over 282 illustrations. Instructions complete for making your own estimates. Get it. Study it.

Send now for this
Quincy Special
Catalog 22

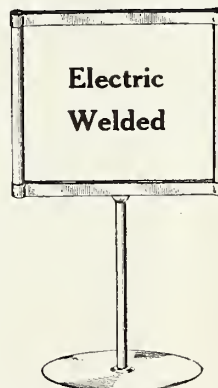
Quincy Show Case Works
Quincy, Ill.



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +
Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service Inc.
519-521 N. Halsted St. CHICAGO, ILL.

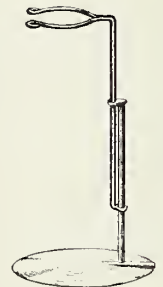


PRICE CARD STANDS

Nickel, Gun Metal or
Oxidized.

“T” Stands, Easels,
Display Racks, Etc.

J. B. Timberlake & Sons, Mfrs.
Jackson, Mich.



“JAXON” DOLL
STANDS

Adjustable—6 sizes.

Lustre Finish.

Catalog No. 26

Upon Request.

LEARN SHOW CARD WRITING

17 CHARTS of practical instructions for the beginner. Specimen cards beautifully designed in six colors and bronze. Specially ruled practice paper to make it all the simpler. Sent prepaid upon receipt of price. **\$1.50**

The Merchants Record Co., Chicago



Yours for quality Wax Figures

French Wax Figure Company

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American Merchants Syndicate Building
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BAUMANN'S

1917 SPRING BOOK of ARTIFICIAL FLORAL DECORATIONS

Is Now Ready for Mailing

BAUMANN'S Floral Creations bring the beauty, color and atmosphere of Spring into your Show Windows in a greater degree than is possible in any other way.

Baumann's Artificial Flowers are made so true to nature that all the wonderful forms and colors are obtained with the added advantage of permanency, so much needed in decorative work.

This makes Baumann's Flowers, although the best, also the most economical to use.

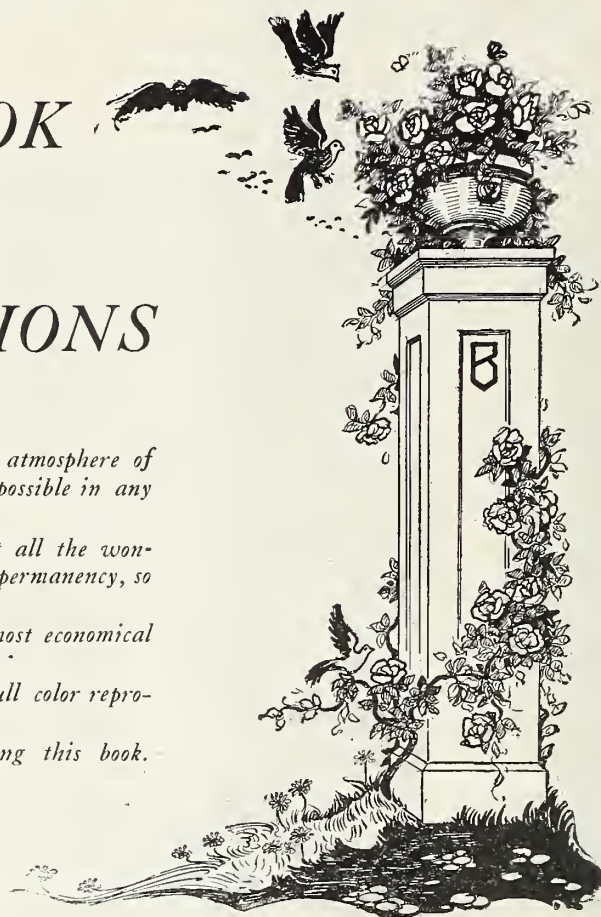
The charm of every flower is brought out faithfully in the full color reproductions in our 1917 Spring Book.

Don't attempt your Spring Decorations without first seeing this book.

L. BAUMANN & CO.

357-359 West Chicago Avenue :: :: Chicago

Leading Importers and Manufacturers



Goodform

TRADE MARK

Window Display Fixtures

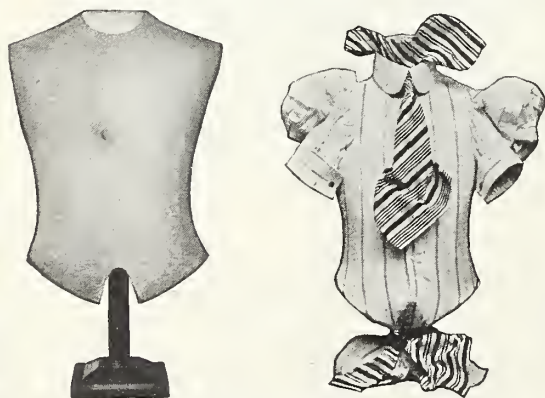
"All Connections Metal"

Combination Shirt Displayer

A Hit with All Display Men

will display an endless variety of different lines of goods. The narrow and high chest effect will give your merchandise a swagger display. Costs less than one-half the price of a full form. Order a few.

WRITE FOR CATALOG OF DISPLAY FIXTURES



No. 545. Price \$2.00 Each

No. 545—Untrimmed. Full front Jersey covered, adjustable standard and tilting top. No. 545—Displayer trimmed with Soft Cuff Shirt.

HINCHER MFG. CO. OF IND.
305-311 So. Fifth Ave. CHICAGO, ILL.



Rosenfield Jewelry Company, Oklahoma City, Oklahoma.

CAREY

Ceil-Board

SUPERSEDES PLASTER FOR WALLS AND CEILINGS

Two years after making this installation the proprietor of the Rosenfield Jewelry Store at Oklahoma City wrote:

"I used Carey Ceil Board in the construction of my Grafanola demonstrating rooms and I am highly pleased with the results. The acoustics are excellent, the Ceil Board is handsome in appearance, and the walls are practically sound-proof."

Before making partitions, ceilings, wainscots, or window backgrounds write for our book on Ceil Board for Stores.

THE PHILIP CAREY COMPANY

1030 Jayne Ave., Lockland, Cincinnati





No. 5880 Shirt Waist Cabinet

For ladies' shirt waists, children's and infants' wear. Height, 7 feet; length, 90 inches on pilaster centers. Depth on the body, 30 inches.

These cabinets are made in sections, furnished in plain or quarter-sawed oak and birch mahogany. Write for full particulars.

We manufacture everything in Metal and Wood Display Fixtures, Papier-Mache Forms, Wax Figures, Clothing Cabinets, Clothing Racks, Triplicate Mirrors, Window Dividers, Store Stools, ShowCases, Outside DisplayCases, Etc.

Write for Catalogs and Prices

HUGH LYONS & CO.

802 East South Street - - Lansing, Michigan

New York Salesroom: 35 W. 32nd Street, near Broadway

Chicago Salesroom: 234 So. Franklin St., cor. Jackson Blvd.



No. 569



No. 949

Have you received your copy of latest issue of "COMPLETE DISPLAY," the beautiful Lyons' magazine?

Welcome—Springtime



Before we know it winter will be over and the welcome spring season will again be here. Have you planned your spring-opening and Easter windows? If not, you will be doing so very soon, and in this connection we want to remind you that we have a fresh new stock, including original and unique designs, in artificial flowers, vines and decoratives of every description.

You will find, as usual, that our prices are as low or lower than our competitors. In buying from us you get not only our high-class products, but there is a service included that is not and can not possibly be furnished by anyone else in our line.

New Spring Catalog

This is the catalog that has created so much favorable comment among the trade in the last thirty days. We call this our **ROTOGRAVURE** catalog, as it is produced by this new process, and is the first **ROTOGRAVURE** catalog ever put out in this line of business.

In this catalog you will find illustrations, descriptions and prices of all of our new designs for Easter and Spring, and besides a full line of decoratives suitable for any and all occasions.

Send for Our Rotogravure Catalog—Copies Mailed Free

Botanical Decorating Company
Dept. 10, 208 W. Adams St. Chicago, Ill.

CARTERS FAMOUS GREENS

for

Easter Displays

You will very soon want to put in your spring and Easter opening windows. Nothing is more indicative of the freshness of the season than my Smilax and other evergreens for decoration. I quote you a few items as follows:



The above illustration shows just a corner of our shipping department. On these beautiful days everything is handled out in the open where we are all right close to nature. Exceptionally fine crop this spring.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft. Price	\$4.50
Case No. 2 contains 400 sq. ft. Price	3.50
Case No. 3 contains 300 sq. ft. Price	3.00
Case No. 4 contains 200 sq. ft. Price	2.50

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price Per dozen	\$1.25
Per 100	7.00
Chamaecrop Palm Crowns	Per doz. 2.00
Chamaecrop Palm Leaves	Per 100' 2.50
Sabel Palm Leaves, the large kind	Per 100 2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, per sack of 15 lbs.	\$2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 sq. ft.	4.00

Geo. M. Carter

Evergreen

Alabama

New Creations in the Onken Line



YOU SHOULD SEND FOR THIS CATALOG

Every Merchant or Window Trimmer Owes it to Himself and His Business to have this 224 p. Catalog of

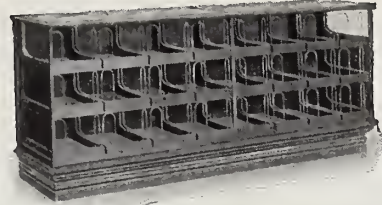
Wood Display Fixtures and Store Equipment



Our New Line of Show Window Screens or Back Grounds, bring out any special grouping to which particular attention is desired

The Oscar Onken Co., 3737 4th St., Cincinnati, O.

This is the most comprehensive and instructive Catalog of its kind ever printed—many of the pages, showing actual window trims, will be of great value to the window trimmer. Many new ideas in Store Equipment will interest the Merchant. This book will be sent to Merchants and Trimmers writing for it on the firm's stationery.



The Power of Suggestion

To artfully show your wares, creating the desire of possession in the mind of the buyer, is one of the most effective methods of selling.

Illinois Show Cases will help you wonderfully along this line. They are of high-grade quality and artistic appearance, and when tastefully trimmed with your attractive merchandise make a powerful sales-producing suggestion.

Start right by securing our catalogue of Illinois Cases.

There is a case for every requirement.

Illinois Show Case Works
1729-37 North Ashland Ave., CHICAGO



**Easter is
Early,
Order Your
Spring
Decorations
Now**

Most Complete Line Shown in Catalog 338

Write for it

Carl Netschert

12 No. Michigan Ave., 4th Floor, Ward Building
Chicago :: :: Illinois

Beaven's Tropical Greens for Early Spring



Near to Nature's Heart Packing Beaven's Wild Smilax

SOUTHERN WILD SMILAX

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1 00
2	200 sq. ft.	20 lbs.	2 00
3	300 sq. ft.	25 lbs.	3 00
4	400 sq. ft.	30 lbs.	3 50
5	500 sq. ft.	40 lbs.	4 00
6	600 sq. ft.	50 lbs.	4 50

Beaven's Southern Wild Smilax

Is an indispensable aid in attractively decorating your show windows. Its long life—its fadeless character, and its show qualities, make it a valuable adjunct to any retail business.

Beaven's Magnolia Foliage

This is a beautiful glossy foliage. Retains its attractiveness for a long time. Splendid effects in massing this green. Shipped in same size cases as Wild Smilax and at same prices.

Beaven's Fadeless Green Moss

has been immensely popular everywhere and it really is an ideal covering for **Show Window Floors**.

Beaven's Fadeless Green Moss is shipped in bags containing 100 sq. ft. Price \$4.00, f. o. b. shipping point

		Each	Dozen	Per 100
LONG NEEDLE PINES	2 ft.	10c	\$1 00	\$ 6 00
	3 ft.	15c	1 50	9 00
	4 ft.	20c	2 00	11 00
As beautiful as palms in decorations.				
CHAMAEROPS P A L M LEAVES		25c per doz.	\$2.50 per 100	
SABAL PALM LEAVES				
CHAMAEROPS P A L M CROWNS	3 ft.	15c	\$1 50	\$11 00
Our native palm plants with their roots removed.	4 ft.	20c	2 25	15 00
	5 ft.	25c	3 00	20 00
SOUTHERN GREY MOSS	25 lbs. sack	\$3.00		

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per-cent less than regular merchandise rates

EDWARD A. BEAVEN
EVERGREEN - - ALABAMA

Good All Way Through



THERE are several good reasons why Great Western Fixtures are the best to buy and the best to use. In the first place they are remarkably attractive in appearance, being designed not simply to show goods, but to add distinction to the window. Second—they are made as well as it is possible to make fixtures. They are made by an organization of skilled workmen using the best materials and working on the most modern machinery.

You are invited to visit our beautiful new show room. It is just full of new forms, fixtures and wax figures. Many of them will suggest new trims, produce new ideas and help make 1917 the biggest year on record. We want you all to be sure to see us on your next visit to Chicago.

Let Us Send You Our Illustrated Form Booklet

Great Western Fixture Works
616-618 Medinah Building
178 West Jackson Boulevard
CHICAGO



NA-DE-CO

Our trademark stands for the ultimate in perfect window Valances, Panels and Drape Shades. Wherever you see the best looking show windows you will find that 99 times out of 100 they use NA-DE-CO products.

Send right away for catalog, prices and samples.

Don't forget to give the dimensions of your window.

National Decorative Co., Inc.
MANUFACTURERS AND DESIGNERS
CAMDEN, N. J.

AN OVERFLOW of NEW IDEAS IN SCHACK'S NEW FLOWER BOOKS—*JUST OUT!*

If you have seen our other Flower Books, you will realize what it means when we say that Schack's New Spring Flower Book and Schack's New Suggestion Book are the two best books we have ever published and are the most important pieces of literature you can obtain on the art of store interior and window decoration.

Both of These Books Are Free

—and contain over 1,100 illustrations of the very latest vogue in decorative ideas and decorations. The ideas are original Schack productions and you are sure to find exactly what you want in the way of something entirely different.

Every Displayman Needs These Books

Our designers have been busy for months creating new ideas in decorations that you will want to know about; these new ideas will be found in—

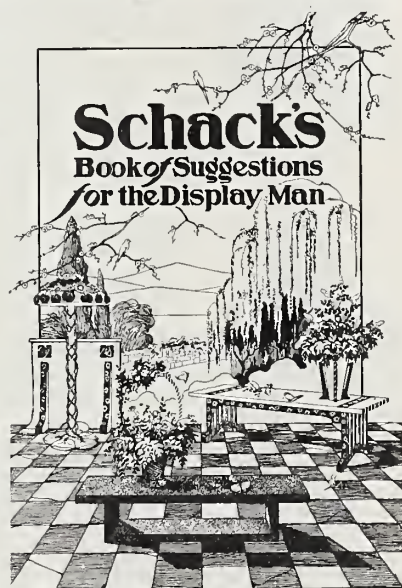
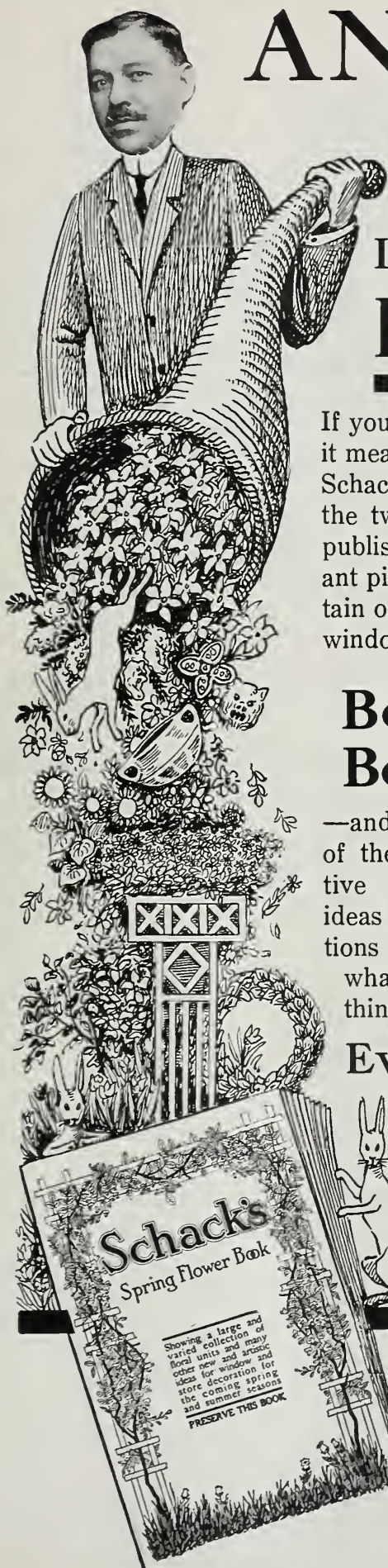
**Schack's New Spring Flower Book, M. R.
and Schack's New Suggestion Book, M. R.**

—and you should write for your copies at once. You will find them the greatest assistance in planning your spring and summer display.

Send In Your Name At Once and Get Your Copies Free

SCHACK ARTIFICIAL FLOWER COMPANY

1739-41 Milwaukee Avenue - CHICAGO, ILL.



Size of book, 20 x 13, 24 pages
Over 600 illustrations

SPRING
1917

The New Refinements in the **SUPERIOR** Line of Fixtures

make them the most desirable of any for every store use. Our line consists of Wax Figures, Papier Mache Forms, Wood and Metal Fixtures, Store Lighting, etc.

The new items added to our line assure you one of the most complete lines on the market.

Visit Our Remodeled Show Room

Our newly remodeled display room, finished in white and french grey, is we believe, the most attractive display room of its kind in the country. Every item in our line is easily and quickly seen, thus saving you time in buying.

See Our Model Window

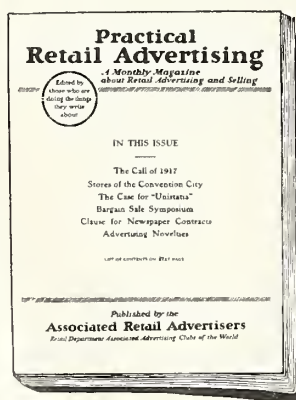
Our newest addition is a full size model window showing you how fixtures are to be used and how they look in a window.

If you can't visit us write for catalogue.

Superior Brass & Fixture Co.
316-18 W. Jackson Blvd. Chicago



Practical Retail Advertising



*The Official
National
Ad Club
Organ for
Retailers*

\$3.00 a Year
Single Copies 30c

Stories of the best things that are doing and have been done in advertising and display—how, why and with what results—written by the doers themselves for the benefit of

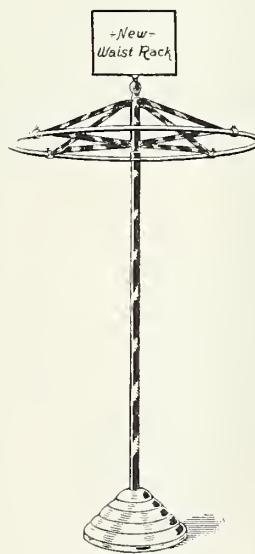
Merchants
Admen
Display Men
Buyers

Student or Veteran
(or any class between)

For general advertisers and manufacturers, a magnifying glass that throws up the retailers' problems, and a key to better consumer appeal.

Publication Office, 292 Main St. Springfield, Mass.

New Waist Rack



No. 220 M.

A miniature of the suit and dress rack; top revolves easily. Furnished in Polished or Brushed Brass. Nickel, Oxidized or Gun Metal finish.

Price **\$7.50** Each Net

Metal and wood
Display Fixtures,
Display Forms,
Wax Figures.

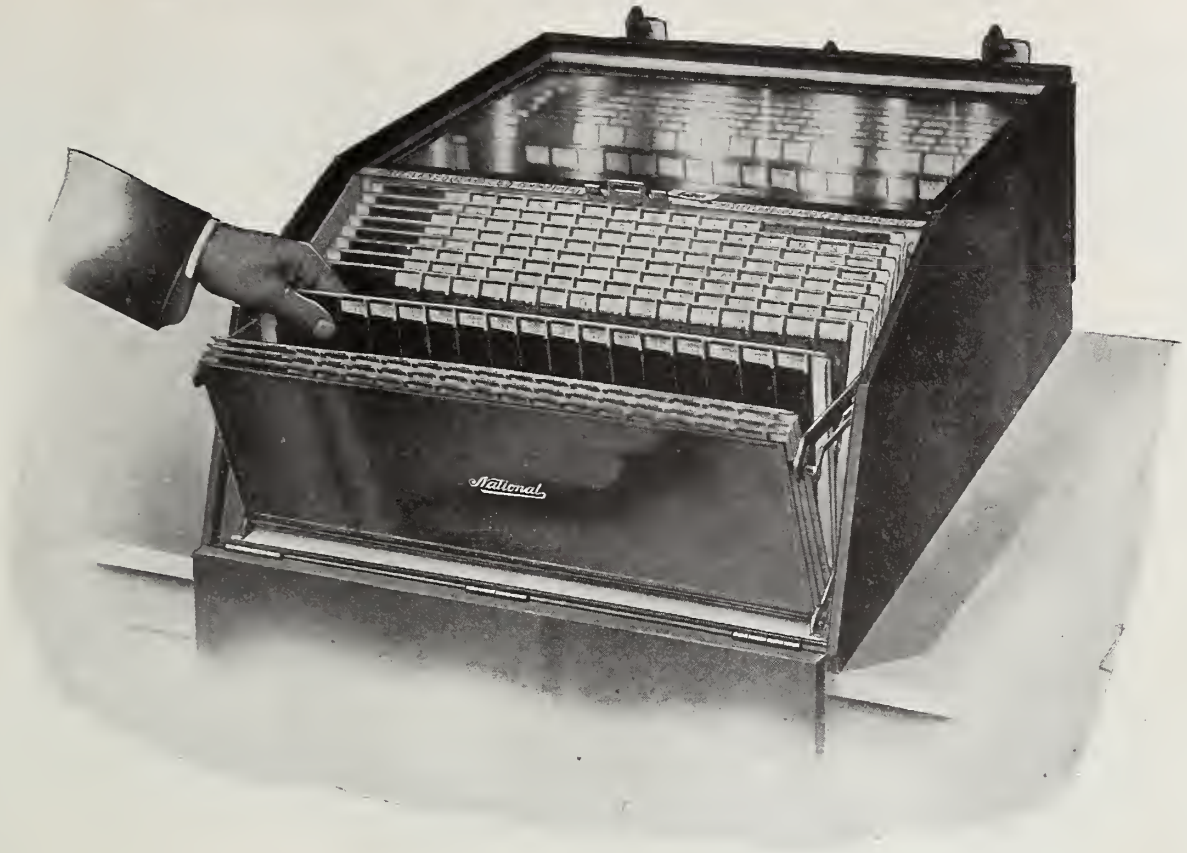
WRITE FOR PRICES.

S. M. Melzer Company

915 Filbert Street,

Philadelphia

C. B. TRACEY, Sec'y-Treas.



A New N. C. R. Invention

*As important to you as your
telephone or cash register*

It's a new credit file that *safeguards* your credit business—in a better, easier, safer, quicker way than you thought possible.

It is so simple that anyone can operate it.

It is so speedy that all entries are made in the presence of the customer, who leaves with a statement of the purchase—plus a record of the balance carried forward.

It is so convenient that you can set it on any size counter, table or desk. The exact balance due from any customer is instantly available, and the file can be operated with one hand while the other holds the telephone receiver.

It is so complete that a true record of the whole credit business is always available in short order.

And this knowledge alone is worth more than the cost of the file.

It is so safe that records once filed in its locked compartment cannot be lost or destroyed. Records can be seen, but not tampered with.

A few weeks' use will pay for it.

There's nothing else like it, and it can be seen at the NCR office near you, or a letter to us will bring you complete information.

See this new file or find out how it will stop your losses, please your customers, and relieve you of work and worry. Use the coupon.

Please send full information about your new Credit File.
We have about.....
Charge and C.O.D. accounts

Name

Firm

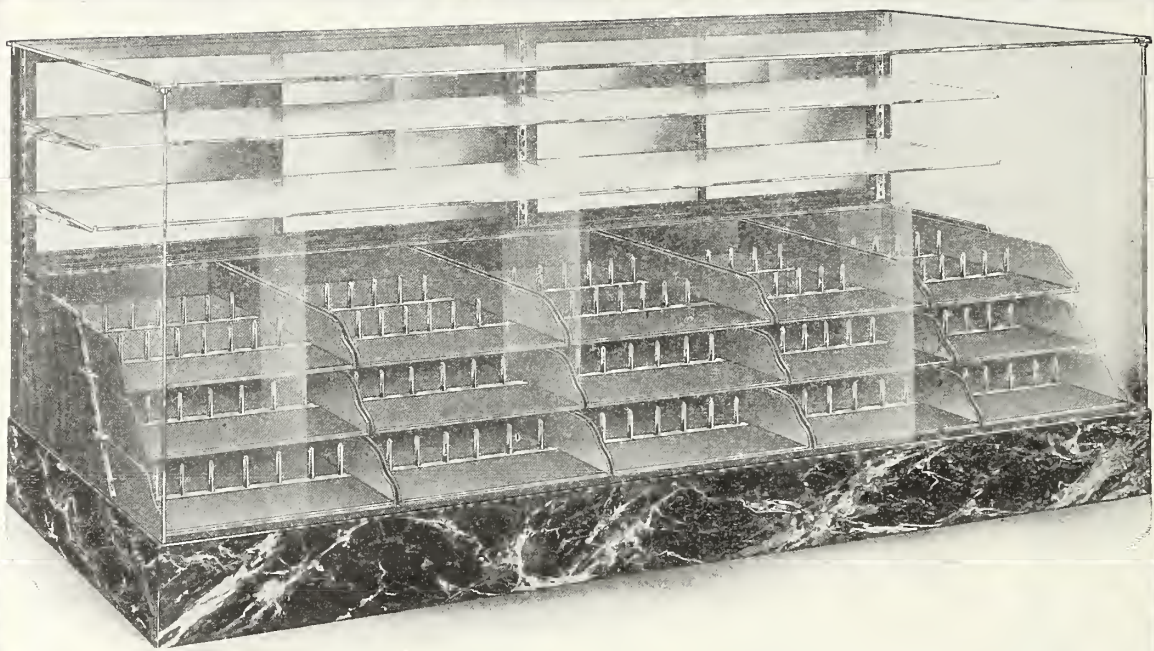
Address

The
National
Cash
Register Co.
Dayton, Ohio

The National Cash Register Company
Dayton, Ohio

Merchants' Record

The **WELCH-Wilmarth** LINES of Grand Rapids



For Instance—This Ribbon Case

WELCH-WILMARTH System of Store Equipment is designed to be just what it actually is—practical, first of all. There isn't a case, a wardrobe, a cabinet, an interchangeable unit section, a dressing-room, a fitting-room, a wrapping station, a mirror alcove—not an item in the whole System that wasn't carefully considered with relation to the purposes for which it is intended. As a result—Welch-Wilmarth System Equipment is incomparably the best—for service, for efficiency, for durability, for beauty. In one word—it's the merchant's best buy, from any and all standpoints.

*One of our new catalogs is just out.
Gladly mailed on your request.*

Welch Manufacturing Co.

7 Lyon Street

Wilmarth Show Case Co.

GRAND RAPIDS, MICH.

1524 Jefferson Ave.

Chicago, 233 W. Jackson Blvd. New York, 20 West 30th St. Boston, 21 Columbia St. St. Louis, 1118 Washington Ave. Minneapolis, 21-23 N. Third St. Philadelphia, 123 No. 13th St. Pittsburgh, 701 House Bldg. Des Moines, 402 Court Ave. Helen, Mont., 106 Grand St. Roanoke, Va., 212-214 Terry Bldg.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XL
NUMBER 2

FEBRUARY, 1917

Single Copies
Twenty-Five Cents

IMPORTANCE OF INTERIOR DISPLAY

GOODS SHOULD BE SO ARRANGED AS TO HOLD FIRST IMPRESSION GAINED FROM WINDOW DISPLAY—DO NOT NEGLECT FIXTURES—VALUE OF SHOWING HIGH GRADE MERCHANDISE

Good displays in the windows are responsible in a great measure for bringing people into the store, but once these people get in they should be presented an interior capable of holding the attention and capable of making these people enjoy being in the store.

The wise merchants of today would not tolerate a poor appearing interior any more than he would a poorly decorated window, and he sees to it that a reasonable amount of money is given for the interior. But in the spending of this money for interior purposes great care should be exercised, as it very often happens that what may look good on the floor of the fixture store rooms will not fit your store.

Unsuitable fixtures and appliances or such appliances not up to a fine standard represents money ill spent and money that will never bring in its commensurate return. Every merchant figures a certain return on money invested and it will be difficult to show gratifying returns with cheap or unsuitable fixtures and appliances.

Just as location is a vital point with the merchant, so should be the question of store interiors and it is just in this manner that so many merchants fail to receive the returns they had anticipated. They fail to consider the displaying of merchandise inside the store and do not heed the ever present demand for the up-to-date. The displays in the windows, providing they are good, attract the attention of the passersby who after a close examination of the window and the goods displayed therein venture into the store.

Here is where the customer gets his first lasting impression of the store which he has decided to try out. First impressions are strong, they usually are the strongest, and should the impression received be poor, then it is safe to say that that impression will return

every time that particular store is mentioned. And that means that the possible regular customer has become the impossible one.

To be sure, the chief object in arranging an interior of a store is to facilitate the work in the conducting of the store. Plans must be made whereby time and money will be saved. But it is here that we may find a reason for poor appearance. It is not for the interest of the store to neglect interior displays and arrangement and by neglecting this point it may be possible to save time, but it is safe to say that money is not saved.

In most of the large stores the display manager has a force of assistants who look after the interior decorations, but to the display manager less fortunate it is urged to put a reasonable amount of time on the interior. Your displays bring the people into the store. Why bring them in only to have them receive a poor impression, which means that they will in all probability never again return to the store?

Then much attention should be given to the fixtures and this question demands much careful thought. New fixtures, display stands, cases, etc., are being placed on the market daily and many of them perhaps are just what is needed for a particular store. It must not be considered that one may buy fixtures as he would a barrel of flour from a mail order house. In fact, the only proper way to purchase fixtures is to make an examination of them, as they appear in various stores, investigate their worth, get criticisms and testimonials from merchants who happen to be using fixtures such as you anticipated installing, and then weigh the facts you have on hand and find out through investigation and study whether such fixtures would be suitable for your use.

In these days there are a great many new and advantageous changes in the general equipment of the interior of the retail store.

As displaying of merchandise is not all there is to interior appearances, neither is the fact that new fixtures happen to adorn the store. Both are of vital importance but no more or less than important cogs in

the machinery. Another feature of equal importance is that of lighting. This question must also be very carefully considered by every merchant. While there is no set way of lighting stores and no limits on the time which it may or may not use lights, it is a very wise thing for the merchant on a busy street to have his store well lighted. A well lighted store attracts.

The lights in display windows should be used well into the night on various occasions and many stores go so far as to allow lights to burn for four or five hours every night. The expenses incidental to such forms of advertising is well worth the outlay and the wise merchant will never grumble over the size of his electric light bill.

Another point that merchants and display men should keep in mind is the care of the shelves and counters inside the store. Probably the visitor is attracted first of all by the counters and shelves. If such is the case, and I assume it to be in most cases, remembering what has been said about "first impressions," these factors of retail store merchandising should present attractive appearances. It is quite depressing to go into a store with a beautiful window display only to be confronted with disorderly shelves, with goods thrown about and out of place.

It is my contention that interior displays are too often neglected by many, and this probably because there exists that altogether erroneous opinion that all that is necessary is to get the people into the store. Instead of making it a place really inviting, a place of

cleanliness and beauty, too often merchants wholly or to a great extent disregard this important work.

Most people enjoy the beautiful, that which appeals to their artistic sense, and after looking upon really beautiful displays it is revolting to walk into the store to be confronted with a bad arrangement of stock. A display inside the store and the arrangement of stock in a cleverly executed fashion brightens the store and is bound to have a pleasing effect on the customers. They desire to be in pleasant surroundings.

In displaying goods inside the store much care should be taken to place goods of quality before the eyes of the buying public. While many people go into a store with the intention of purchasing an inferior class of merchandise, it is safe to say that if they see that the store makes it a point to make extensive showing of expensive materials, that when they have sufficient funds or if the desire for such materials takes possession of them, they will remember where they saw the elaborate displays of merchandise backed by an environment pleasing to be in, and they will go to that place for their purchase.

If the window displays are to arrest the attention of the passerby and then bring him into the store, see to it that that attention is held while he is in the store. The effects of the window will be lost in this man unless the interior displays are also capable of making a pleasing impression. The interior is of great moment to all display men.

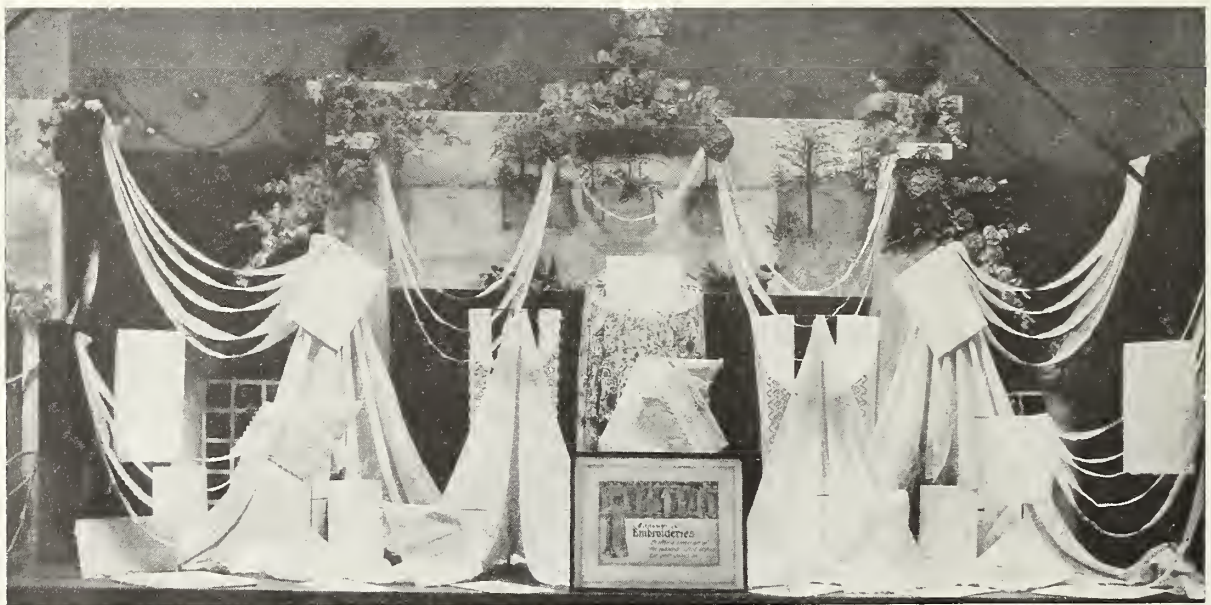


Plate No. 4284. Embroidery Display by Tom Allan for Phelps Dodge Merc. Company, Douglas, Arizona.

The background was a scenic oil painting of spring water scene with a profuse use of small pink roses. The rose globes contained electric lights and lent a very pleasing tone to the display. The goods were displayed on

stands and round boards. Heavy cord decorated the back and side walls of the window and in front of the scenic painting was draped long pieces of embroidery. Two post-ers were used.



Plate No. 4285. Spring Opening Display by R. J. Fuellerman for T. A. Chapman Co., Milwaukee, Wis.

The permanent background of light mahogany was used and a beautiful banking of fresh flowers, ferns and foliage lent a rich tone. A beautiful blending of colors resulted from

the artistic selection by the display man. An expensive imported gown was shown on the figure. The stands were in ivory and the floor was covered with ivory velour.

Color Harmonizing

WE are reproducing below a list of colors that harmonize and which may be of value to display men.

- Blue and white.
- Blue and gold.
- Blue and orange.
- Blue and salmon.
- Blue and maize.
- Blue and brown.
- Blue and black.
- Blue, scarlet and lilac.
- Blue, scarlet and black.
- Blue, brown, crimson and gold.
- Red and gold.
- Red and black.
- Scarlet and purple.
- Black with white or yellow and crimson.
- Scarlet, black and orange.
- Crimson and orange.
- Yellow and purple.
- Green and gold.
- Green, orange and red.
- Purple and gold.
- Purple, scarlet and gold.
- Lilac and gold.
- Lilac, scarlet and white or black.
- Lilac, gold, scarlet and white.
- Lilac and black.

—The Broadway World.

Will Not Curtail Knowledge

THE bill proposed by the Post Office Department and amended by Representative Randall of California which would apply the zone system to all second class mail matter has been squelched by the House of Representatives and publishers of magazines, trade journals and periodicals and those who depend on such publications for knowledge may feel relieved.

The MERCHANTS RECORD AND SHOW WINDOW was prompt in registering a protest of the proposed passage in behalf of its thousands of readers.

In brief the bill and amendment provided for the raising of the present flat rate of one cent per pound to a tax as high as six cents per pound of second class mail matter, the rate to be determined under the zone system, the system as applied to parcel post. This meant that readers of trade papers who happened to live in remote places, places distant from the city of publication would be taxed for being so unfortunate as to live some place away from the big city. That would be poor legislation and it received its proper consideration from the members of the House.

✕ ✕

THE "short course" for men conducted by the University of Illinois January 30 to February 2, proved very attractive to retail merchants and many interested in one way or another in retail merchandising.

NOTES FROM NEW YORK

DISPLAY MANAGERS' CLUB OF AMERICA ELECTS OFFICERS
—MANY CHANGES TAKE PLACE AMONG DISPLAY MEN
—ALTMAN'S SOUTHERN TOUR WINDOWS—ATTRACTIVE SHOWING AT BEST'S—NAMM'S BIG FEATURE

F. F. Purdy

The January meeting of the Display Managers' Club of America was held at the Club's headquarters, 265 West Thirty-fourth street, on the evening of Monday, January 8. This was the annual meeting, and a new slate of officers was elected and duly installed, as follows: President, Jerome A. Koerber, Strawbridge & Clothier, Philadelphia; first vice-president, F. G. Schmehl, The Greenhut Co.; second vice-president, Harry Bird, of John Wanamaker; secretary, Walter F. Allert; treasurer, J. P. Trehwella; publicity manager, Edward Munn, Franklin Simon & Co. It will be seen that the old officers, in accordance with the club's precedent, have been moved up and Mr. Munn added to the list of officers who are rising through the chairs. Former President Tishman conducted the installation of the new officers, who declared their intention of giving their best efforts to the success of the organization. High appreciation was expressed for the work of the officers of 1916, but the

desire was expressed to make the current year one of even better results. The new officers assumed their duties with enthusiasm that is rarely found in a business organization.

THE CLUB DANCE

THE Display Managers' Club of America held their long anticipated dinner-dance at the Hotel Marseilles, Broadway and 103d street, on Tuesday evening, February 6, with about one hundred members and guests in attendance. The committee consisted of the officers, with Harry Bird, display manager for John Wanamaker, as chairman. The club felt that if Mr. Bird did anywhere near as well as he has on previous functions the affair could not help being a big success. Hence he took hold of the arrangements, and when the members arrived they found the scene arranged in a charming Japanese setting, which, it has leaked out, was furnished and given to the club in its entirety by Mr. Bird, for the evening's entertainment.

The members and guests sat down to dinner at 8 o'clock, but not to a continuous formal feast with a long succession of speeches. The company was seated at a number of tables, covers being set for a dozen or more at each table, for the various members brought their groups who were seated at a table of size to properly accommodate them.



Plate No. 4286. Display of Fabrics by T. G. Duey for the Wurzberg Store, Grand Rapids, Michigan.

The permanent background of mahogany was used with a large gold bordered mirror placed at the left of the window. A wicker basket done in old gold and filled with ferns and flowers appeared at the right end of the

background. The merchandise was displayed on mahogany stands. The floor was covered with a rich blue velour. Only white merchandise was shown and a simple, neat poster appeared in the foreground.



Plate No. 4287. Display by A. C. Barker for Hochschild, Kohn & Company, Baltimore, Md.

This window attracted much attention and was placed for the showing of garden dresses. At the right of the window was a round pond banked with ferns, moss and rocks. The pond contained a number of gold fish. Green

grass was used over a red tile floor. A very artistic lattice work was one of the particular features of this display and was backed by a large screen of green tint. An abundance of flowers and foliage was used in the window.

From 8 o'clock on there was a continuous dinner, uproar, dancing, cabaret and entertainment. Among the features were songs from Madame Butterfly, the chic feminine star, in Jap costume, being brought out onto the Japanese scene in a jinrikisha by a Jap in native dress. While the crowd enjoyed the strains of this popular light Japanese opera, the projecting picture machine was working, flashing on the screen the various interesting photos of the Flowery Kingdom, etc., that were taken by Mr. Bird on his trip to Japan and China last year—a charming combination for the eye and ear that was heartily appreciated. There was a song by Mr. Buckley entitled "Wearing Them Higher in Hawaii" that made a great hit, his feminine assistant at the proper time, in Hawaiian costume, doing a popular Hawaiian dance. There were tellers of funny stories, introductions of new songs by operatic stars, dancing between courses and after the dinner.

It must be left to a later issue to describe the full details of this delightful affair, and of the part taken therein by the members of the club, who are past masters at a function of this kind. The past president's medal was on hand for presentation to former President Wendel by President Koerber. This was done in a most impressive manner. The other big chiefs of the club can be visualized as they appeared at the function—Vice-Presidents Schmehl and

Bird, one scholarly and courteous, the other putting forth some new burst of merriment; Secretary Alpert telling one of his stories to an animated group; Treasurer Trewhella explaining what a big future is in store for the club; and Publicity Director Munn showing how his plans for publicity are going to bring that big future to pass.

Past Presidents Frankenthal and Tishman are always great factors at these affairs, the dean seeing that the ladies are not overlooked and Mr. Tishman getting some new diversion going. The whole affair was highly creditable to the club—indeed, worthy of an organization with a big membership of artists—and the members of this club *are* artists. What other body of men in commercial life exercises a greater degree of artistic ability in their vocation than the display managers of our leading stores?

ABOUT THE MEN

Sam Harris, assistant with R. E. Jones to A. D. Hopkins, display manager for Gimbel Brothers, has resigned his position to enter the employ of Leshner, Whitman & Co., of the dry goods trade. Mr. Harris will, we understand, not only take care of the firm's windows on Broadway, but will exercise a large degree of initiative in demonstrating displays of the firm's fabrics among leading retail houses. This is



Plate No. 4288. Displayed by H. H. Tarrasch for F. & R. Lazarus Company, Columbus, Ohio

Here is a very rich and attractive display of dress satins. A beautifully designed background against which the rich merchandise was shown was a particular feature of the

window. The satins were hung from high stands and carried to other points about the window. The manner in which the various pieces of satin were placed showed artistic taste.

evidently a job where ideas count, and Sam Harris has many, and withal is an expert, intelligent and conscientious worker who has many friends who will wish him success.

R. E. Jones, with the withdrawal of Sam Harris, becomes sole assistant to Mr. Hopkins. He has occupied his post for a number of years and done excellent work. Richard Dougherty, another member of the Gimbel staff, left the middle of January to take charge of the windows of Callan & Co., at Third avenue and 148th street. Two new members will be added to the Gimbel force to take the places of Messrs. Harris and Dougherty. Mr. Hopkins, by the way, is working on some good things for spring. The third week in January he had in a unique southern window featuring men's apparel—at Sixth avenue and Thirty-third street, showing white suits, straw hats, etc., in a setting of grass floor, raffia curtains, lamp shades, etc.

Irving Schwarcz, display manager for R. H. Macy & Co., has been receiving the congratulations of his friends on his marriage January 12 to Miss Gross, of Massena, N. Y., after which Mr. and Mrs. Schwarcz spent a brief honeymoon at Atlantic City. On January 15 there was an important change at Macy's,—Sylvester Byrnes, the well-known superintendent of the store retiring from his post. William J. Wells, his former assistant, succeeds him, with Sheridan Gorton, Jr., as his assistant, with Mr. Sampster and Mr. Dringer as second and third assistants. Notice to this effect was posted in the hall near the employees' coat room and this and other notices

there are a revelation of the attention R. H. Macy & Co. give to the interests of their employees. Names of three winners of prizes of a dollar each are posted—prizes for discovering mistakes in ads, either in statements, prices, colors, or what not, for Macy buyers are required to have their ads state the exact facts. Another poster emphasizes the danger of wearing sweaters in the building. Another advertises dental and chiropodic work at cost by Macy experts. Another announces the third season of the Community Club of Macy employees, with the literary and debating section on Mondays; dancing Tuesdays; girls' athletics Wednesdays; dancing and dressmaking Thursdays.

ALTMAN'S SOUTHERN DISPLAYS

Right after the holidays B. Altman & Co. came out with their entire frontage filled with the requisites for the feminine apparel for the southern tours of January and February. These goods had the whole Fifth-Madison avenue and Thirty-fourth and Thirty-fifth street windows, twenty-four in all. Pongee silks were very conspicuous, and the popular pongees have big circles of all colors, with some effects almost semi-barbaric in their startling hues. There are stripes, which are running strong, dots, circles, bars, and various emblems. Hats were shown to match. Silk sweaters reigned in their department and sport suits and white dresses. To match the dresses and colors of the fabrics were strong displays of the Khaki-Kool parasols, of similar color riots, to complete the toilet of the ultra-fastidious southern tourist. Even the

small hand bags were shown to exactly correspond and carry out the idea in the entire costume.

Mr. Frankenthal is on duty regularly again, with one of the finest organizations of a display department in the country, Samuel Ellis, his assistant of many years in the windows and interior arrangement and displays, and Mr. Ireland, expert specially in the production and arrangement of special fixtures. Several active and able young men are also coming on in the force. One feature of the fabric displays on the main floor should be mentioned. It consists of tinsel—and more tinsel. Some of the fabrics ornamented thus are priced as high as \$25 a yard.

J. J. Cronin, display manager for L. Bamberger & Co., Newark, N. J., after he had his fine holiday decorations in, started on a trip of observation in the west, going to Chicago, Cleveland, Pittsburg and other cities, where he inspected the notable displays and met many members of the fraternity. L. Bamberger & Co. are noted as one of the most progressive houses in the Metropolitan district.

MR. LARSEN WITH BATTERMANN'S

An interesting change has taken place over in Brooklyn recently, where Thorkild Larsen, who has been display manager for Price & Rosenbaum, of Broadway, for the past eleven years, took charge of the windows of the H. Battermann Co., of Broadway. When seen not long afterward Mr. Larsen was in the windows working like a nailer on a big grocery window which was beginning to show unusual signs of beauty and effectiveness, with impressive and well-

arranged groupings of various stock, relieved by the use of smilax. The Battermann Company, under the new president, Charles Gorman, late head of the Bedford Co., Brooklyn, is going forward on a new program most energetically, and they are making a strong start in the windows. Mr. Larsen will put in a new background throughout, with grey panels and grey floor covering. Mr. Larsen's work at Price & Rosenbaum's has received much attention in the trade, and a committee from the Display Managers' Club made two visits to Brooklyn last year especially to view his fine windows. The same skill he showed up the street will be fully as much in evidence at Battermann's.

Mr. Larsen's assistant at Price & Rosenbaum's, Charles Foote, has been promoted there to succeed his former chief, with whom he worked in the most intimate relations. He worked with Mr. Larsen for four years, assimilated progressive ideas rapidly, and should do good work in his new post. He has his work cut out for him to maintain the former standards and his experience will stand him in good stead in doing this.

The foregoing is another instance of assistants to display managers going ahead in deserved promotions. In merchandising there is a growth of the idea that it is up to the head of any department to co-operate with his assistant in developing him so he is able to carry on the work in the absence of his chief. A display manager who is sure of himself will not fear his assistant, but give him every encouragement, and we have heard instances where heads of houses, in appraising the resources of department heads, have taken into consideration the degree to which those heads



Plate No. 4289. Formal Dress Display by W. H. Walton for O. H. Berry & Co., Richmond, Virginia.

The permanent background and floor of this window was of the finest light mahogany panels, with stripes of inlaid ebony. In front of this permanent background was arranged a curtain of silver grey velour dropping from a point about four feet up on the background. The same material covered

the floor. As may be readily seen, the arrangement of the display was a combination of richness, elegance and beauty. Further details are unnecessary as the reproduction easily furnishes a clear knowledge as to the merchandise used and its arrangement.

have prepared others to go ahead with work in their absence. Managers want to be sure of the safe progress of the business in any event. This is assured when all assistants are thoroughly equipped to carry on a department in an emergency.

The display managers hereabouts welcome the decision of Walter F. Allert, former display manager for R. H. Macy & Co., to continue his interest in window display, and elected him secretary of the Display Managers' Club of America. Mr. Allert has not yet concluded connections for his future work, but is understood to be considering a couple of propositions. His friends can find him at the Hotel Wellington, on Seventh avenue, near Central Park.

The white sale held the center of the stage during January in most stores. The white sale has not, perhaps, with changing conditions, all the character of bygone years, but it is the best arrangement that can be made in most instances for a big event to come after the conclusion of the rush of pre-holiday shopping. Women's accessories for southern tours in fashionable stores divided the honors with the white sales. Home furnishings in many places came in for considerable attention, preparatory to the furniture sales that are always scheduled in most department stores for February.

DISPLAY AT BEST'S

Mr. Trewhella, at Best's, had a clever window for the white sale. There was a temporary framed wooden background in French grey, with striped paper with embossed border of garlands and medallions, in the French colors of pink, blue and grey, toning in with the underwear trimmed in pink and blue. The floor was covered with white satin. Something new in

underwear and negligees was shown in an adjoining window, with boudoir novelties in chiffons of the revived Paisley pattern, including slip-overs, gowns and negligees, under-bodices and boudoir caps to match, all of this charming, filmy material.

NAMM'S INTERESTING WINDOWS

Charles DeVausrey keeps up a rapid fire of progress at Namm's, Brooklyn, that is attracting attention. There was recently a new feature every week in that long and fairly narrow window that projects toward Fulton street between the two arcades. Here are the plans for this main Namm window the weeks of January 1st, 8th and 22d, with much of the same setting for each of the three displays. The bungalow at the rear remained unchanged, also the tree trunk with bark at the front angle. The January 1st window contained southern apparel with a southern bungalow in the rear. A gravel walk in front was flanked with grass. The tank sunken in the window for use when needed was now brought into effect and pond lilies and water flowers covered the water surface. Fine wax figures were draped with the new pongee dresses and cream serge. One woman was seated on a plaster bench beside a tea table fully equipped and a little girl was pushing a go-cart with doll, while a mischievous looking boy was mounting a bicycle. By the porch of the bungalow was a bag of golf clubs, tennis rackets, etc. No detail was neglected.

The next week the onlooker was taken to the far north. The same window was covered with snow, the burlap foundation being used and covered with plaster of Paris and a sprinkling of ground glass that gave the proper effect. What was the Southern bungalow was now the trapper's cabin, against which hundreds



DISPLAY BY H. H. HEIM FOR THE MARSTON COMPANY, SAN DIEGO, CALIFORNIA.

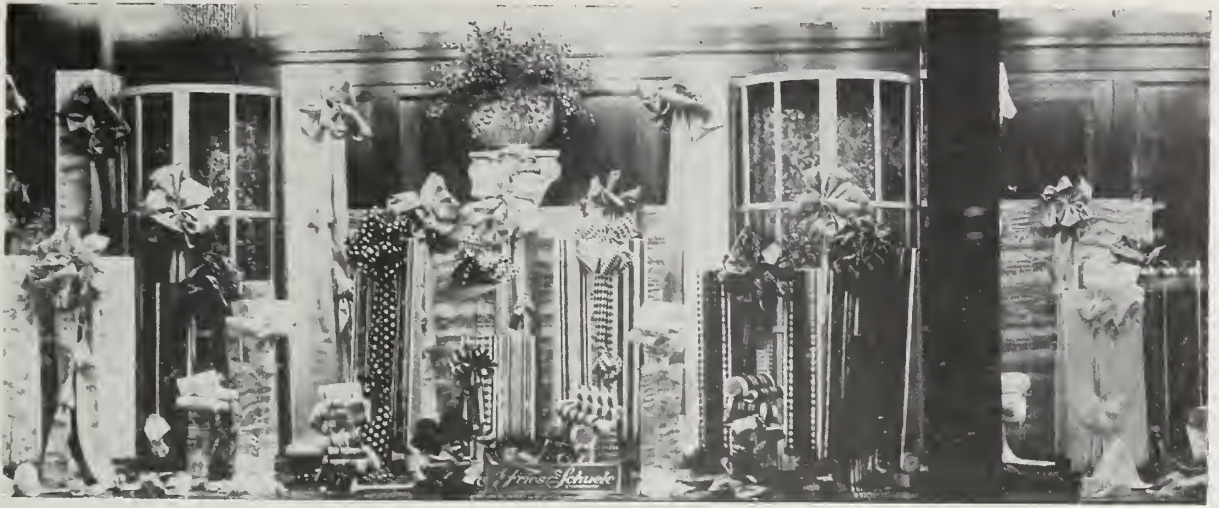


Plate No. 4290.—Ribbon Display by Geo. J. Mellert for The Fries & Schuele Company, Cleveland, Ohio.

Here is a stocky display of ribbons which resulted in big sales. An attractive background was effected by the use of large strips of satin ribbons and lattice work. Behind the latticed doors were draped large pieces of cre-

tonne. A large imitation marble stand in the center held a jardiniere filled with small flowers. The ribbons in the front were highly colored and were what is termed "loud." A great variety of colors appeared.

of furs were hung. A long dog sled rested against the tree trunk. Furs were everywhere—hanging in raw state, and in garments on women and misses. A boy was rolling a monster snowball and the trapper himself was in full regalia.

During the week of the 22nd, the trapper's cabin became the cabin of a woodchopper, with a scene appropriate for the opening of the Furniture Sales. Many logs were in the window. The snow remained on the ground and the same tree trunk was in evidence, but all details of a lumber camp were thoroughly worked out. Back of this scene and where the window widens, was shown four rooms with the finished furniture product.

Here is an idea from the same place that will come in handy to many a display manager: "At Atlantic City, the Palm Beach of the North." One scene shows milady at 8 a. m., dressed in crepe de chine shirt waist and one of the popular colored striped skirts; next she appears at 10 a. m., in sport costume, golden silk sweater with green jersey skirt; and again with green sports coat and white corduroy skirt; 3 p. m., promenading in cream serge two-piece suit; 6 p. m., clad in dinner gown; 8 p. m., in evening gowns, or dancing frocks and wraps. The Namm background on Livingston and Hoyt streets have been changed to two-tone grey from mahogany, with golden velour panels—a striking effect.

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THE card writer who keeps a little ahead will save much work in the rush season and cards would be better made. It is not too early to begin making cards for the spring opening windows and if he begins now he will have plenty of time to do them properly.

An Unusual Beginning

EDWIN A. KAGEL, display manager for the M. Hale & Company, South Haven, Michigan, is a good example of what persistency along the proper lines will do. Starting out with the handicap of not having had a single day in any school, he has risen to a position of much importance and is considered the leading display man of South Haven and vicinity.

His first position was with the Charles B. Sax Company, South Bend, in the capacity of assistant janitor. He was finally given an opportunity to decorate a ledge for his employers and seemed to possess ability along the lines of decorating. He writes that he ascended the ladder holding a copy of the Merchants Record and Show Window in one hand and his tools and decorative materials in the other and proceeded to duplicate the decorative scheme as illustrated in the Merchants Record, while the entire sales force watched the "new decorator."

Mr. Kagel liked the work and after two years with Charles B. Sax Company took a position with the George H. Wheelock Company of South Bend. It was he who installed the Wheelock White Bargain Basement. From the Wheelock store he went to the Hale store and has been connected there for nine years. Mr. Kagel also conducts a distributing agency covering all of Van Buren county, Michigan.

We know of no other case where the display man received his first opportunity to become such while a janitor.



Plate No. 4291. Spring Display by John R. Patton, for L. S. Ayres & Company, Indianapolis, Indiana.

Here are two illustrations of the spring opening windows executed by J. R. Patton. They are beautifully planned and represent a Grecian garden with Mosaic floors of black and white. The backgrounds were beautiful paintings in which the hills in the distance carry out the idea of the garden. Peacock backgrounds featured the display.

The structure work was in sand surface. Beautifully gowned figures were exhibited and the flowers and ferns harmonized perfectly with the rich gowns in colors and the gowns rivalled the peacocks in brilliancy of coloring. In each window appeared cut flowers, palms and boxwood trees. A single, neat poster appeared in each window.

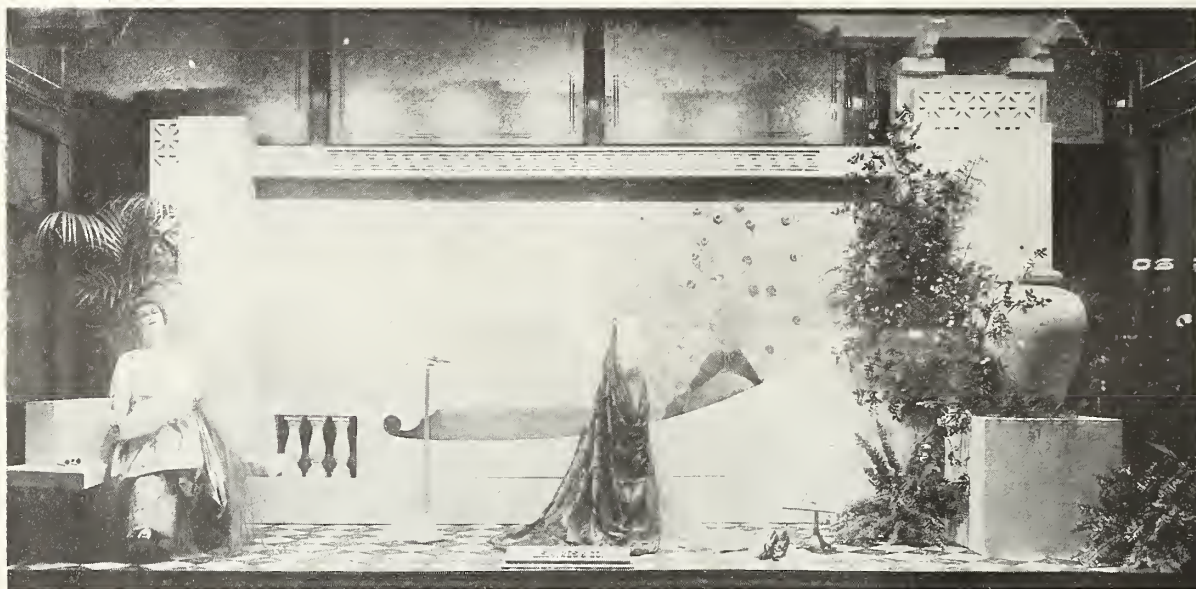


Plate No. 4292. Display by John R. Patton for L. S. Ayres & Co., Indianapolis, Indiana.

Auburn Style Show

THE Gilmore Brothers' store of Auburn, Nebraska, recently conducted a very successful fashion show. These fashion shows are very popular with merchants throughout the country and they are extremely useful for the showing of the various styles of gowns to be had in the stores and also for the further purpose of advertising in a general way. The

Auburn merchants departed somewhat from the custom and chose Auburn beauties as models to display the gowns.

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THE Merchants Association of St. Louis is making elaborate plans to join the display men in the entertainment of visiting display men during the convention next August.

Spring Display Week Discussed

THE Mason City, Iowa, merchants met recently to discuss plans for the big spring window display week. Great enthusiasm was manifested by the large attendance and nearly five hundred dollars were pledged for prizes to be awarded for the best windows. The Mason City merchants have taken enthusiastically to window displays as their best advertising medium and now give their full co-operation to the display man.

The value of this co-operation is making itself

felt in a monetary way with the merchants while the window decorators are putting forth every effort to turn out better displays.

ALL merchandise looks alike in the dark, and well lighted stores and display windows are not only attractive but they are necessities. Efficient store lighting is a great selling force and should be one of the first questions decided by the merchants and display men.



Plate No. 4293. Easter Hat Display by M. J. B. Tennant for Meier & Frank Co., Portland, Oregon.

Here is a very artistic arrangement of hats and a window that attracted much attention and favorable comment. The very beautiful background arrangement could not fail to appeal. The panels were filled in with sateen and at the upper part of each one appeared a scenic painting done in delicate shades in harmony with the Easter

season. A spray of Easter lilies appeared at the top center and about the floor. The floor was covered with gold plush velour with deep green pieces of plush placed carefully at intervals. The large chair was in grey while the hats were in black, grey and brown. A few pairs of gloves and a number of canes were used.

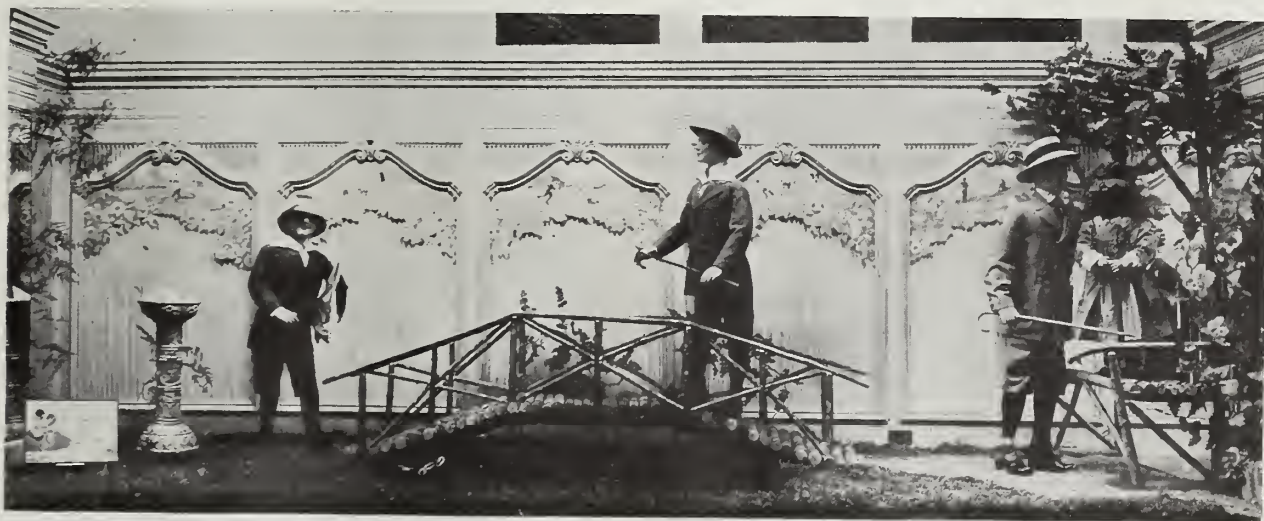


Plate No. 4294. Spring Display by M. J. B. Tennent for Meier & Frank Co., Portland, Oregon.

This was a companion window to the one shown above. The background scheme was the same though the scenic effects were changed to suit the display. The floor was covered with natural sod and moss and sand appeared in front of the settee. Fresh flowers and leaves overhung the settee. The bridge in the center was built over a

large tank filled with water and a number of fish were seen swimming about in what appeared to be as much glory as if they were not in captivity. The tank and fountain were so arranged as to have the water continuously flowing giving a very natural effect of the running brook. It was a particularly attractive display.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

This Department Conducted by G. Wallace Hess

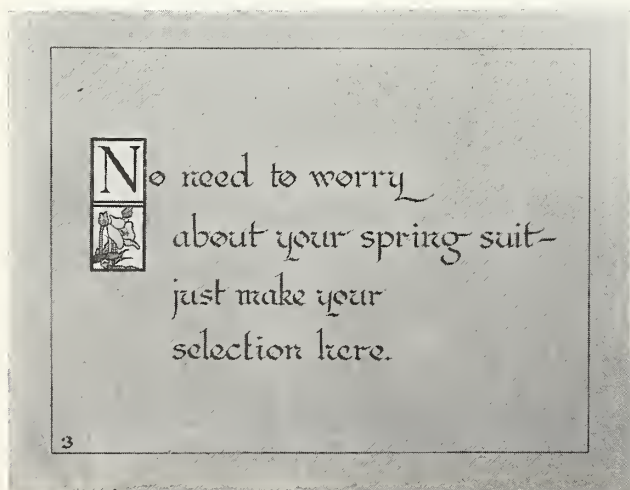
A reader has written me and asked if it would pay him to come to Chicago and take up a course in show card writing only. In the main, I would answer no, and yet I know a specific instance where a bright lad who had spent nearly two hundred dollars on "doses of the absent treatment" in show card writing came to Chicago in 1910 and entered a school where I then happened to be instructor. He did not even know how to hold a brush correctly. He said it paid him to come for four weeks—but yet, and here's the rub—he found out that he could do better as a window decorator and card writer than he could as a card writer only.

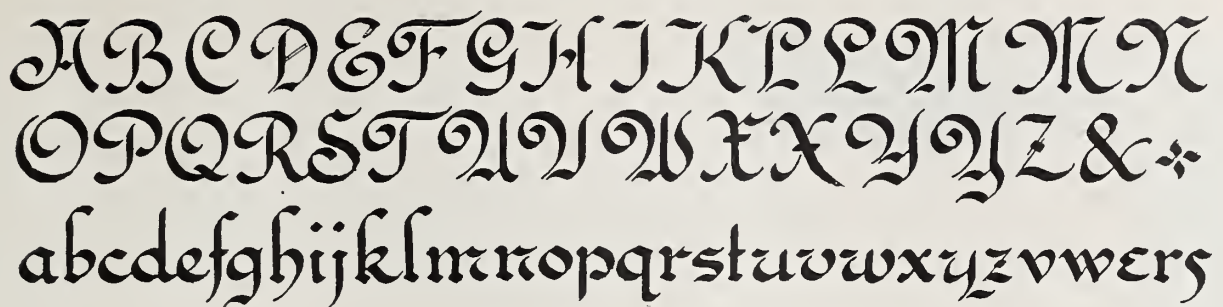
The old French philosopher, Montaigne, said: "We seek and offer ourselves to be gulled," and what the old French philosopher found as a general trait of human nature, our own P. T. Barnum per-

ceived as a peculiar trait of the American people, whom he said, "loved to be humbugged."

If there is any field that has been exploited more than card writing by correspondence—exploited with bunk pure and simple, I don't know what it is, and yet the subject can be taught on a point basis of about eighty per cent as against a perfect score by personal instruction.

Among the letters in my files are two received in the general run of correspondence, one from an old man of sixty-five, a tailor broken in health; the other from a man of forty-two with the right arm shot off at the shoulder. Both had fallen to the lure of "earn thirty to a hundred dollars a week as a card writer"—both naturally got a jolt. Either had about as much chance of learning card writing as a three-year-old. Both should know better, you may say—that's no





answer. There's many a bright young fellow and many an intelligent man who drink whisky and they should know better—but they fall for it.

I am not connected with any school and while I am on this subject I also want to answer the cynics who decry trade schools. During the aforementioned year. I also had another student, a young man from the mill section of Lawrence, Mass. He was foreman in the designing department—and knew his business. For this the trust paid him \$14 per week. I asked him, "Why did you give up such a position to take up this line?" He said, "I will have to work four years more to get a raise of two dollars, so I am going to try this out."

Immediately after finishing eight weeks of hard work, he took a position in Missouri at twenty dollars, and in three months he had jumped to twenty-five, and in less than six was earning thirty, and the last I knew had a store of his own in Buffalo. This young French friend of mine was a classmate of another Danish friend in Hutchinson, Kansas, whose name I often see in the award column in this paper. Both worked hard. Both are successful, and if the average student will buckle down to work in an eight-week course in a trade school (not play poker nights nor get down to his classes at 9:30) he has the chance—yes, more of a chance than the young fellow who takes out a four-year course in medicine, and judging from the windows I see in this city of nearly two million, we need more doctors of display than we do doctors of medicine.

There may or may not be much in the foregoing, but if you contemplate the study of card writing take window display with it. If you contemplate the correspondence course choose one preferably that lists the names of its instructors. Then get down and work hard.

A beginner in card writing can learn to make plain cards in a few weeks time. To learn card writing and become a skilled mechanic requires four years of constant practice and plenty of work.

In card No. 1 is shown a quickly lettered brush stroke effect done in a few minutes—lettering in gold, with light green outline on blue mat—with light green border. The lily is a die-cut and pasted on.

Card No. 2 shows a white letter cut in over an air brush spray and an attractive initial panel in

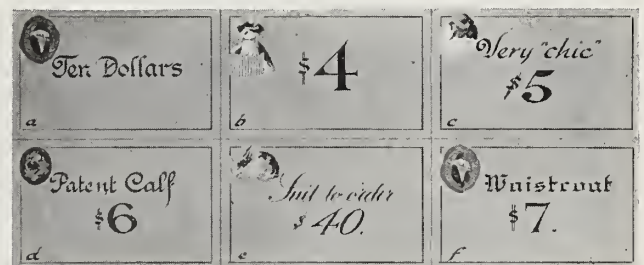
colors cut from an off-set lithographed post card. The outlining around the design being in gold.

Card No. 3 is done with the two-and-one-half Gillott pen—a pen that is a little more limber than the Soennecken and does not tire the hand so much.

The alphabet was made with the same pen and will appear in same size as made.

Card No. 4 shows a combination of ball point and Gillott pen in a connected effect. The price tickets "a" to "f" are two and one-half by four inches, and on each one appears a little embossed gummed ornament in colors or colors and gold. They show a rabbit, chic, lily, violets and rabbit and hat box.

All the lettering is done with the same size pen as on No. 3 except on the script ticket which was done with Gillott's 170; though the beginner should use Gillott's 604 for show card script, as 170 is too fine except for diploma and general engrossing work.



In all my laying out I use a T-square and rolling parallel ruler. As card writing is done today it is impossible to get along without a T-square, and next month I will tell you, among other things, the reason why.

A glance at the price tickets "a" to "f" will show how time may be gained in making small odd sized tickets. First you will notice that each ticket has a ruled border; second, that between the border lines, both horizontal and vertical, appears pencil lines.

If you first measure the size of the tickets and then rule the pencil lines as I have done, you will find you can gain speed by ruling borders across the width of the card; that you can handle six or eight on a card easier than a single ticket, and if they happen to be of one line and price you can rule across for layout for three as easy or easier than you can for one. When dry, cut on pencil lines.

THE MODERN BACK GROUND

By

J. C. BODINE

IT is pleasing to note that the general tendency in decorative treatment of the show window is for better design and color. A "close-up" idea of what I mean is this: In relation to backgrounds that are meant to enhance the beauty of the merchandise, the requirements call for the simple boiled down essence of decorative thought.

Not so much detail is necessary, and, in other words, good combinations of color in masses that will not conflict with the articles exhibited is more the tendency than ever.

Decoration and color are positively necessary to the making of a good exhibit but must be handled with great care. In using colors it is important to be very conservative for too much of it, or the wrong combination, is worse than none at all.

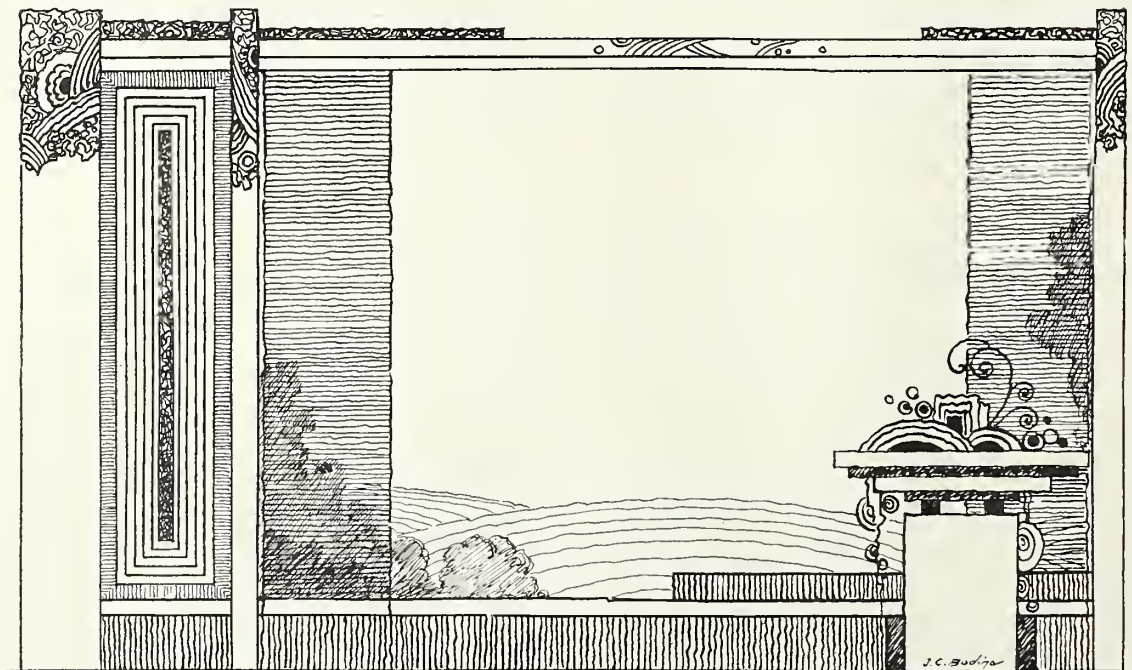
The greatest difference between the work of an experienced designer and the beginner is this: The

experienced person knows just how far to go, just when to quit. Good things in design come from having a large knowledge of artistic values, with a keen sense of judicious elimination.

Modernism in design does not give you a color photo of a landscape but it gives you, by deduction, a more powerful impression of the beauty of the landscape in question than one would possess from the real.

Design picks out the beauty or key of the subject and forces it up to a point where you can not miss the essential qualities. The right combination of color back of your merchandise will conform absolutely, without causing the observer to miss the object you have exhibited. To place objects in a window without any thought regarding the surroundings is the surest way to cheapen the effect of any article you exhibit, be it a two hundred-dollar gown or a one-ninety-eight hat.

Another thing of importance is this: Get the right thing for the right place. If your window happens to be a shoe window, surround your shoes with what they most need to make them attractive. Do not use the



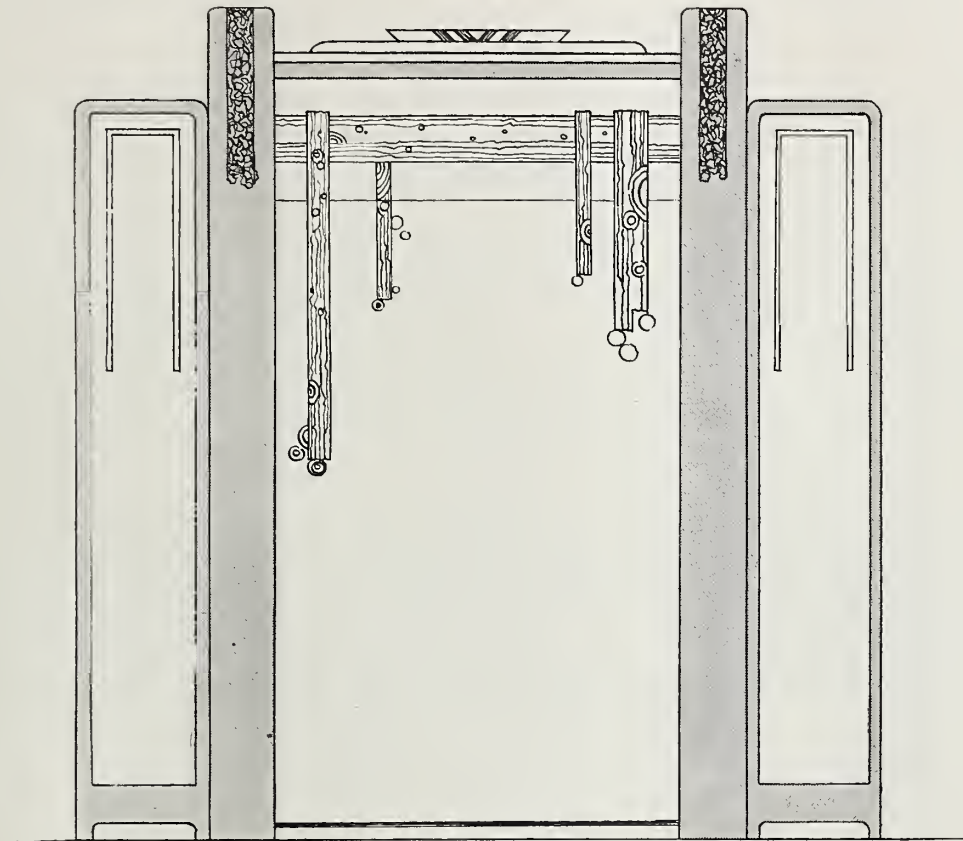
No 1

same design that some one else used for men's hats, or what was originally intended for ladies' gowns.

I am illustrating in connection with this article two photographs of backgrounds. Drawing No. 1 will give you a comprehensive idea of a setting suitable for a large window in which would be exhibited two or three handsome gowns with perhaps a few accessories. This window setting is thoroughly

three hundred per cent better than the price tag you have attached. Is this not better than a poor or ordinary surrounding that would make the same gown look like one-third its value?

The sketch No. 2 is done on very simple lines and would be well worth while for the clothing merchant to consider. Men's clothing being so much reserved as to color needs something to give it the right



NO. 2.

modern with perhaps just a trace of the Japanese feeling. The lines of this design are simple but the architectural balance is there to give it dignity and with the proper color would add wonderful elegance to the window and demand great attention. A setting of this kind would make a gown look two or

"punch" and this again calls for simplicity, elegance and things manish.

We are all growing to the point where we can feel and see the need of efficient treatment and this leads to a growing perception of the fitness of things that are interesting and substantial.



DISPLAY BY W. H. WALTON FOR O. H. BERRY & CO.,
RICHMOND, VA.

Recent Prize Winners

L EIGH NOURSE, window decorator for the Calhoun store, Muskogee, Oklahoma, has been awarded third prize in the national contest for the best window of Grinnell gloves. All prizes were cash.

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J OHN L. SULLIVAN, display manager for the W. E. Yowland Company, Biddeford, Maine, was recently awarded first prize, a beautiful silver loving cup, at the contest conducted by Biddeford merchants.

Concerning Backgrounds

THERE is no doubt that the preparing of scenic backgrounds is one of the most difficult angles of the display profession. That is why comparatively few display men do the scenic work. To be sure, a great many do, but in comparison to the number of men following the window decorating field, those doing this work are far in the minority. This is a great feature of window decoration and requires much time and study in order to be proficient in this particular work.

It has often been stated that the foundation of all window display is the background. While it is doubtful that this statement is absolutely correct there is no question that the background is a very important feature of display work.

Regardless of what others may think regarding the value of backgrounds and the choice of same, there can be no doubt regarding the great popularity of scenic backgrounds.

To the display man who is gifted along lines of art, scenic backgrounds may be provided without great expense and may be turned out rapidly, and

play. Therefore, attractive backgrounds are necessary and too much attention cannot be given them.

We have here reproduced a sketch of background as done by R. Milton Varney, display manager for the Thayer Company of Springfield, Ill. The sketch is drawn to the scale of one foot to the inch. The measurements appear in the sketch and it is otherwise self-explanatory save for the coloring.

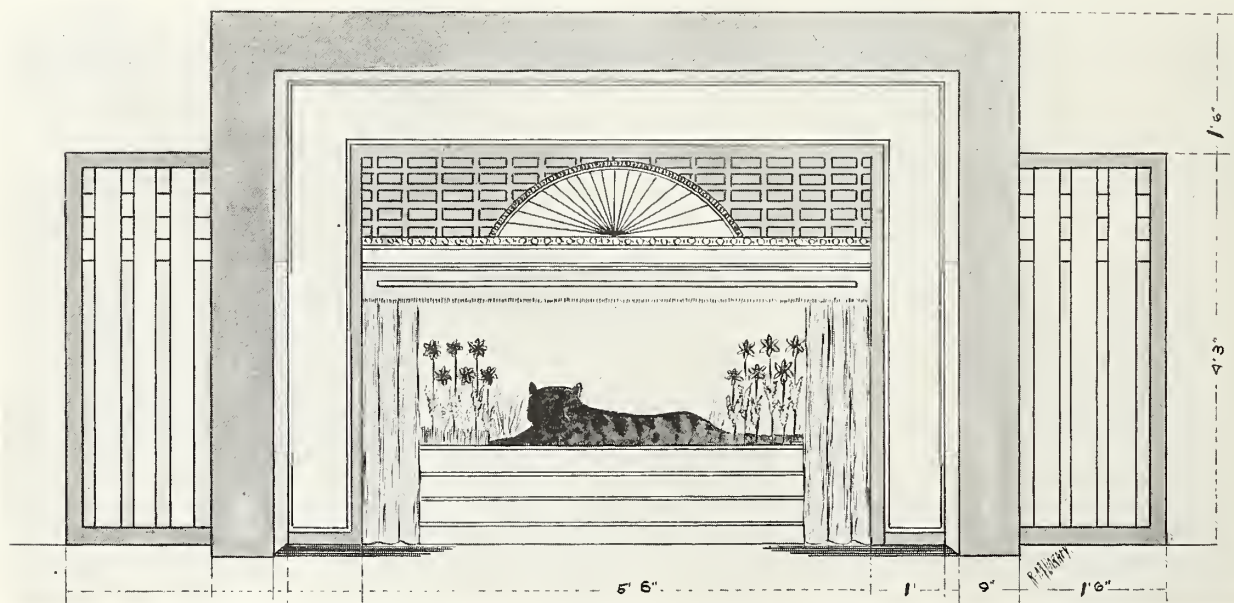
The display man first drew an oblong, the exact size he desired his background to be, and then worked up the design. A ruler was then used to get the exact size of every panel.

Delicate tints were used in coloring, very light shades of green, copper, drab, blue and yellow. The panel lines were black, while the tiger was brown and black.

~ ~

Ohio Merchants Hold Convention

FOUR HUNDRED merchants representing one hundred cities in Northern Ohio and Pennsylvania convened in Youngstown January 23rd for the second Youngstown Merchants' Convention. Many prominent merchants were on the program



BACKGROUND SUGGESTION BY R. M. VARNEY FOR THAYER COMPANY, SPRINGFIELD, ILL.

recognizing the value and beauty of such background work most men of the profession pay particular attention to this special work.

Scenic backgrounds are most popular at change of seasons and at such times few display men fail to have scenic effects of beauty in their windows.

Good backgrounds are necessary and regardless of the artistic nature of your display its attractiveness will be lacking if it is not backed up with something that appeals, something that sets off the dis-

of speakers and the convention proved a great success.

E. St. Elmo Lewis was the principal speaker and took as his subject "Cutting Guesswork Out of Trading." Other speakers dealt with accounting problems, present-day merchandising conditions and kindred subjects. During the convention, three periods for discussion were provided which gave the merchants present an opportunity to express their experience with the present-day problems.

An Original Display

A VERY clever and original window display was made recently by Edgar A. Moss, display man for the Goldthait & Sons Company of Marion, Indiana. The display occupied a section of the window devoted to men's wear, being an artistic display of a well known brand of hats for men. The center unit of the display and the one that commanded so much attention was in the form of a show window "stunt," it being a pedestal, which bore the well known and popular dog that made the Victrola famous.

Simplicity in Displays

SIMPLICITY in window decorating seems to be the plan among most display men, and while most every class of display has drifted steadily toward simplicity, it is probably most evident in the displaying of haberdashery.

It is interesting and amusing to go back a few years to the days when the most attractive and best drawing windows were the ones where the decorations consisted mainly in the great amount of stock in the window. This stocking of windows was not confined to the cheap grade of merchandise but very



DISPLAY BY WM. F. OXENREITER FOR KAUFMANN & BAER COMPANY, PITTSBURGH, PA.

The dog sitting gracefully on a hat, looking longingly and attentively, as always, into another hat, which was placed in the position of the graphophone horn, which he has always gazed into. Directly above is a conspicuous placard bearing the words: "His Master's Choice." From either side of this velour draped from stands to the floor, giving a rich background for the hats. The entire setting had a colorful stenciled tan screen for a background. The hats were artistically arranged, making a very cleverly balanced display.

This idea of bringing the famous Victor dog into a men's display is very clever, and proved itself to be a great attention getter, as well as a very attractive merchandise setting. Mr. Moss, who recently came to the Indiana city from Florida, is showing each day that he is a live merchandise and publicity man, he having placed some of the most attractive window displays ever seen in Marion.

W. R. EASTON, formerly employed as a display man at Anacortes, Washington, is now at Bellingham, Wash.

often expensive fabrics, merchandise of every description was handled in the same manner.

To be sure this wave of simplicity has not enveloped all display men as we may see these stocky windows today—but not very frequently.

The haberdashery display affords great opportunity for simplicity and harmony. A window of mahogany background, mirrors and a floor laid in mahogany parquet would set off in perfect harmony with almost any haberdashery display. Not only should much attention be given to free and easy grouping, but also to the selection and proper blending of colors.

§ §

CARL F. MEIER, display manager for the Simon-Landauer Clothing Company, Davenport, Iowa, was in Chicago recently contracting for spring wood fixture supplies.

§ §

PRICE & McNEIL FURNITURE COMPANY of Maryville, Mo., has been awarded a prize for window display in the contest conducted by the Profitable Storekeeping Company of Chicago.

VALUE OF SCENIC PAINTINGS

THE GROWING POPULARITY OF SCENICS IN SHOW WINDOWS—THEY ARE PRACTICAL AND INEXPENSIVE—GIVE RICH AND SOFT TONE TO DISPLAYS

George M. Swift

Preparedness is one of the virtues which the display man would possess and in order to be prepared for every emergency it is quite necessary to lay plans in advance.

Spring Opening and Easter are big occasions, and as these important events call for special window decorations, the display man who has not already attended to this work should do so at once. An important event display without the proper setting and decoration is indeed a flat and disappointing affair.

Show the new things early. The Easter season is the time when people do heavy buying and women's ready-to-wear apparel, dress goods and silks and men's and boys' clothing should be featured very strongly. By showing the new goods early it will have a decided tendency to start early buying. Easter displays bring to the attention of every one the fact that winter has passed and that new apparel of all kinds is needed; that new styles are in vogue and that the stores are ready for the investigation of those looking for things that are new and stylish.

The people desire to buy, and it is up to you,

Mr. Display Man, to make them buy your goods at your store, and you can do this by having your merchandise artistically and attractively displayed. Opening displays are installed for the purpose of showing the new creations which Dame Fashion has decreed as proper for the coming season, and because of this showing of new styles the display man tries to make the opening trims more or less elaborate. This is necessary if the beauty of the fashion is to be accentuated.

The first thing considered by the display man when planning an opening display is the setting; for to show the new gowns, suits, millinery, piece goods, without the proper surroundings would be like trying to put on a good theatrical show without the proper stage setting and scenery.

The finest goods, nowadays, will not sell if poorly displayed. An accumulation of wax figures, wearing apparel, stationery, and so forth, may catch the glance of a passerby for a moment, but it will not sell the goods.

To sell the merchandise the display must attract the attention and hold it; it must create a longing within the person looking at the merchandise for that particular suit or hat; it must make the person anxious to be the possessor of that particular article. Thus an *attractive* window display is essential. Every display man knows that the more attractive he makes his windows the more goods they will sell and that is the point in merchandising.

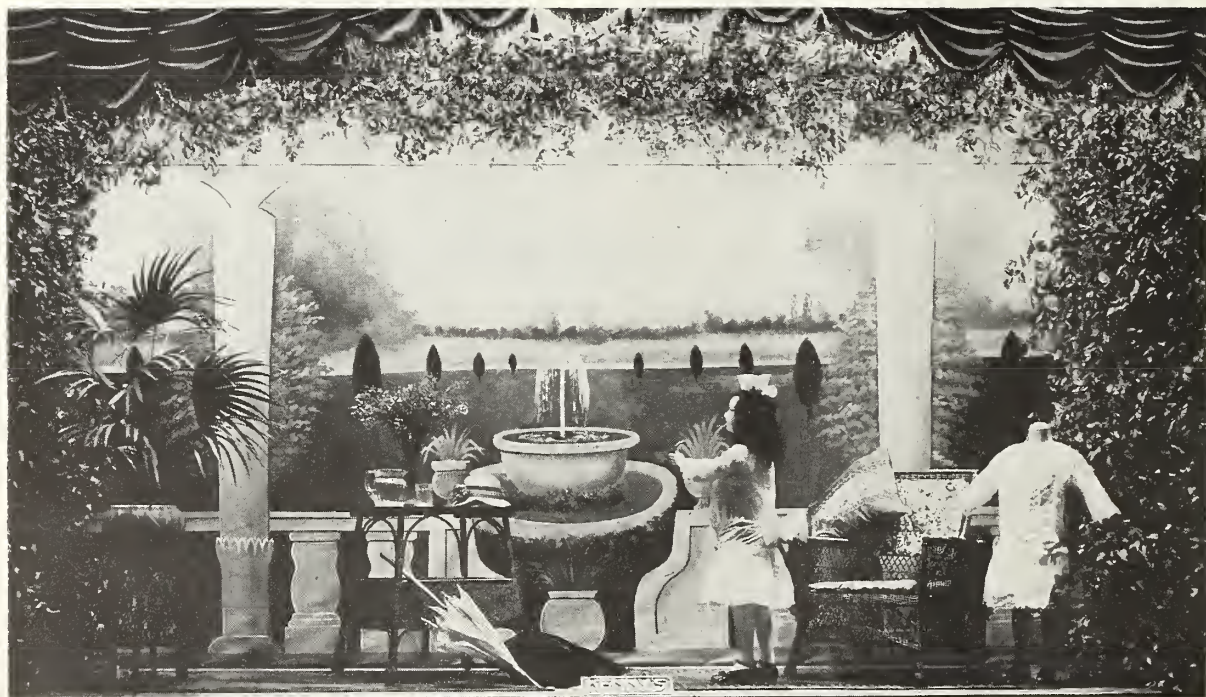


Plate No. 4295. Spring Display by W. S. Little for Kenny Bros. Company, Canton, Ohio.

It is easy to realize that this window was attractive. The beauty of the setting lent a very rich tone to the window. The scenic painting was in oil and was but one of a series of twelve executed by Mr. Little and showed

at the spring opening. In the porch scene, reproduced here, a running fountain bubbled forth. The merchandise was children's wear suggestive of the coming Easter season. An abundance of foliage was used.



Plate No. 4296. Draped Figure Display by W. S. Little for Kenny Bros. Co., Canton, Ohio.

This is a reproduction of another one of Mr. Little's series of spring windows. This window showed the continuation of the porch scene shown before. An abundance of foliage again appeared here and two pieces of summer

furniture appeared. This drape speaks well for the skill of the display man. The drape was made up of Gros De Londre Taffeta and effectively trimmed with velvet ribbon featured with a corsage and shoulder bouquet.

The setting is usually symbolic of the season and very often it is in a periodical design; but, whatever the design, whether it be for dry goods or department store it must be of such a nature that it will lend dignity and beauty to the display, as well as attractiveness, and, therefore, the materials of which these settings are made play a very important part.

In high class stores showing merchandise of expensive nature, a rich setting is required and most display men claim that for such displays scenic paintings are the best. The best because of the soft, rich appearance afforded by them.

It is true that many display men work in stores whose permanent backgrounds have cost so much that the house does not like to have them totally covered up, and does not feel like spending good money for other backgrounds after making the big investment in mirrors and in hard wood. It is, however, so necessary to develop some change in these permanent background windows that the versatile display men use scenic paintings which can be centered against the permanent background, not covering more than a third or fourth of it and at the same time keeping down the cost of the decoration very materially. This enables getting an attractive change in the window atmosphere as well as introducing pleasing color in the window.

However, on an important occasion such as Easter, it might be permissible to cover the permanent background entirely with a full sized scenic painting, with excellent results. With the addition of some ar-

tificial flowers, vines, lattice, stucco and papier-mache ornaments the setting can be greatly enhanced.

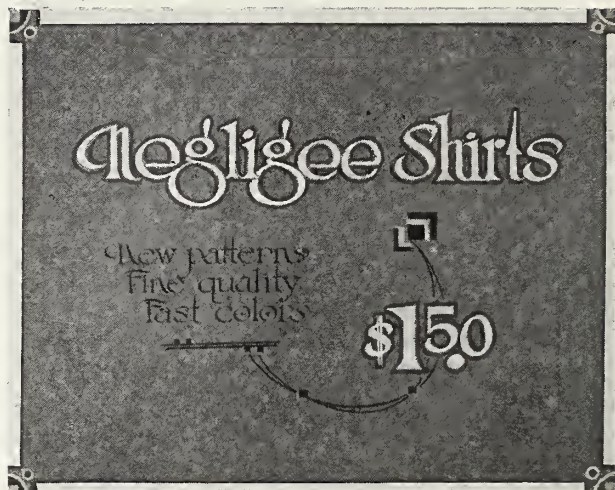
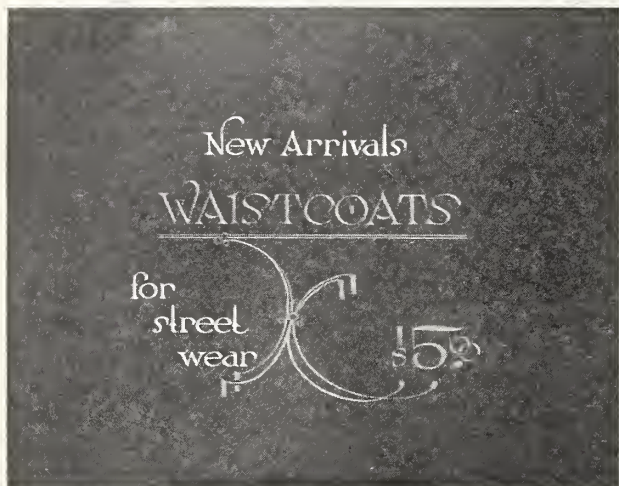
In view of the fact that the people have just spent the last several months in the coldness and bareness of winter, a spring landscape scene, carrying out the idea of "Budding Spring" makes a welcome and appealing subject to introduce into your spring displays. With the addition into the landscape of an apple tree in blossom, the scene is made even more picturesque.

The small amount you spend for scenic paintings for your Easter display will not be an expense; it will be an investment, and a paying investment, too. Scenic paintings will add wonderfully to your display. Easy to install; so lovely in every respect; so inspiring and suggestive to the public, they are invaluable to the progressive display man for attractive, sales-pulling windows.

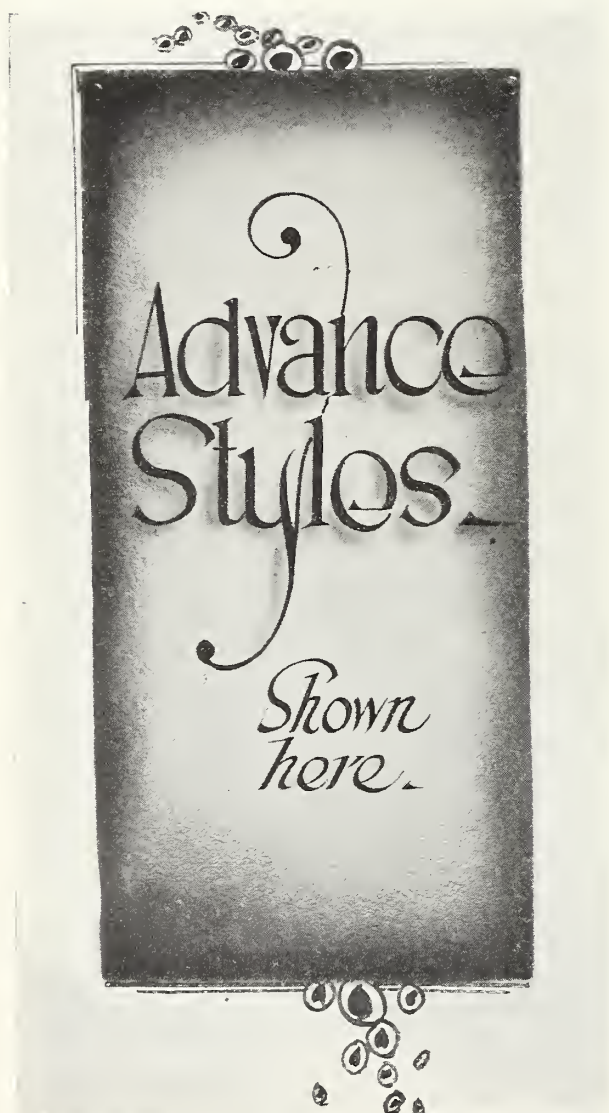
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The Swiss Samples Fair

THE Chamber of Commerce of the United States has been advised by the Legation of Switzerland that a great "Swiss Samples Fair" will be held during the period from April 15 to April 29, at Basle, Switzerland. The exhibit will comprise particularly of products of the textile industries, artificial flowers, toys, jewelry, machinery, chemical products, canned goods, chocolate and dairy products. The exhibit will contain only articles manufactured in Switzerland.



TWO CARDS BY CARL F. MEIER FOR SIMON & LANDAUER, DAVENPORT, IOWA.



SAMPLE CARDS BY O. E. WHEETE FOR THE HUNT COMPANY, TULSA, OKLA.

Patriotic Displays

THERE are many occasions during the year that call for decorations of a patriotic character and every display man should keep in touch with these events, and when they come, exhibit in his windows or store interior some sort of display in accordance to the particular occasion.

Perhaps it is the easiest display to make—a patriotic display—and the display man who uses just a bit of judicious arrangement will easily produce an attractive decoration with the use of the national colors. The colors are in themselves beautiful and decorative and if arranged with taste such a display will always attract.

This month we observe the anniversaries of the birth of two most patriotic and noblest characters any land can claim as their own. It is indeed fitting that the birth anniversaries of such men should be observed reverently throughout the land and display men play their little part in making displays significant of the occasion.

It has often been noticed that the store windows have always been leaders in displaying the national colors and observing the national holidays and births of dead heroes but a little word of suggestion to those who have neglected such days in the past surely cannot be out of place. A few flags, a little bunting, a bust or something significant of the particular occasion is all that is necessary for the decoration. Pictures of Lincoln and Washington surrounded by our national flag or bunting would be sufficient, and most men confine themselves to such simple decorations while others make displays on an extensive basis.

We are reproducing here a display made by J. D. Brower, display manager for G. Fox & Company, Hartford, Conn. The scheme was a three-color idea—the colors confined to red, white and blue—the colors of our flag. Dress draperies on Liberty were the same. Accessories and floor held strictly to the national colors and this display proved very attractive and brought forth considerable favorable comment.



PATRIOTIC DISPLAY BY J. D. BROWER FOR G. FOX & CO., HARTFORD, CONN.

Display Contest to Feature

THE Lima, Ohio, Merchants' Association are making elaborate plans for the Allen County Centennial to be held in August and already much has been accomplished toward the making of it a great success. Thousands of dollars have been pledged and the association will set aside a fat purse to be given to stores exhibiting the best window displays during the celebration. The display men have been invited to cooperate with the Merchants' Association and the following officers have been chosen: N. L. Michael, president; George Carter, vice-president; Carl Rowlands, secretary and treasurer. The directors are: George Carter, Henry Deisel, Jr., Fred Gooding, Jacob

Piper, N. L. Michael, M. U. Basinger, Joel Spyker, Minor Keltner and Carl Rowlands.

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Up-to-the-Minute Display

WE have authoritative information that the State street display men are about to spring a great surprise in the form of displaying windows filled with overalls, jumpers and accessories for women.

These overalls are to be of chambray and gingham for house wear and of blue denim and white duck for factory use. Khaki will be used for gardening and outdoor sports. The idea comes from over the seas and display men say that they will be seen in the windows as soon as they can be secured.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT-
WINDOW DECORATOR AND ADVERTISING MAN

— ABSORBING —

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

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Official Organ of
The International Association of Display Men

*.*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*.*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*.*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*.*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

February 1917

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"Half Price" Days Are Over

IT is pleasing to note that the buying public is no longer confronted with hundreds of "half price" sales following in close succession and by a particular number of merchants, such as was the rule among quite a considerable number a few years ago. For a time these merchants did fool the public—or at least, fooled part of it by these alluring sales.

Almost daily did we see glaring signs announcing that another manufacturer failed to correctly figure the demand and supply problem and because of this short sightedness or lack of good business judgment on his part, was forced to put the excess goods before the buying public at one-half the original cost of making. To be sure that was not the reason in all cases. However, with the vast majority of cases, the "manufacturers excess of merchandise" was the reason, or to be more correct, excuse for holding these remarkable sales—remarkable for the unusual low prices.

But, the public gradually became skeptical regarding them and finally as a result of ordinary reasoning decided that manufacturers are not such poor business men as to continually over-estimate the demand and that if such was the case, these manufacturers could not continue on in business and no business man conducts his business to sustain a loss.

The really peculiar point regarding these "half price" sales was the fact that these glaring signs and almost unbelievable prices made such a wonderful bait for a large portion of the public and a bait that in those days was quickly snapped up—hook and all. We are thankful that the days when "half price" sales were every day events have passed. We no longer find ourselves susceptible to such baits and even doubt the honesty of any sale where goods are selling below the cost of making.

§ §

Harmony in Displays

WINDOW displays not complete in every detail generally prove poor drawing cards. On the other hand nothing will attract more attention to a window than goods displayed in the same manner as they would appear in a home.

Completeness should be in the mind of every display man when he begins to decorate his window and the decoration fails in its object should he overlook every essential necessary to the complete arrangement. Window displays are made to attract passersby for an examination of the goods and then after that examination to bring them into the store. It is safe to assume that should these prospective buyers notice glaring defects in the goods, arrangement or completeness of the display that they will not consider at trip into the store.

A few display men seem to miss that great requirement—completeness. For example—a display

man has loaned to him a few pieces of antique furniture and immediately he removes the display that until now appeared in his windows in so far as he takes from the window merchandise, stands and a few other things but allows the background, draperies and ornaments to remain. Then he installs his few pieces of antique furniture. It may be easily seen that that display will not be the drawing card it would have been had the display man installed another background and used draperies and pictures of the kind used at the time the furniture signifies.

Just placing the merchandise in the window with little or no regard to proper arrangement is far from the idea of the good display man. Neither can he place certain goods against a particular background and attractive surroundings for the sake of beauty if the background and surroundings are not in harmony with the merchandise displayed.

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It Stands for Perfection

THE greatest honor that can come to a display man is to possess the emblem of the MERCHANTS' RECORD AND SHOW WINDOW, given to the man presenting the best selection of window displays in the annual contest of the MERCHANTS' RECORD AND SHOW WINDOW. This paper is the recognized authority on window display and the prestige that accompanies the winning of one of its prizes is something of which the display man should well feel proud.

The emblem stands for perfection and it is little wonder that we receive hundreds of photographs every month from display men anxious to annex one of the prizes that stamp him a leader in the profession.

The MERCHANTS' RECORD AND SHOW WINDOW is published for the display man; it strives to be of great benefit to him in all the angles of the profession and it can justly boast of having been a potent factor in putting the window display profession on the high pinnacle that it now possesses.

To be sure, this modest claim does not mean that this paper accomplished all this single-handed and alone. It had the hearty co-operation of the display men who looked to the MERCHANTS' RECORD AND SHOW WINDOW as their guide, and working hand in hand with these men, speaking for them through its columns and lending every effort toward the perfection of their organization it has been the great power that has placed the display men in a position where they may rightly be recognized as one of the necessary forces in the mechanism of the successful store.

It has been through this paper that hundreds of display men of rather ordinary ability have risen to big positions in the display profession and are now themselves expert decorators. It is safe to say that the annual contests proved very valuable to many display men and we are in a position to state that many men have been placed in better positions as a result

of improvement in displaying, as manifested itself through contest photographs.

The contest for 1917 is now on in full swing and hundreds of photographs have already been received. The judges will be announced soon and it is the firm purpose of this paper to secure leaders in the profession to judge the photographs submitted during the year.

Get busy now. Win a MERCHANTS' RECORD prize and have the distinction so much sought after by all display men.

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Do Not Fail to Read

IN this number T. Guy Duey, display manager for the Wurzburg Dry Goods Company of Grand Rapids, Michigan, begins a series of articles on "The Value of High Class Draping." This display man is recognized as a leader in the profession and without a peer in the art of draping. His work is very well known and he holds many prizes for excellence in draping.

These articles, which will be continued for several issues, will prove very interesting and of vast educational value to the display men and we urge that they be read by every man in the window display profession.

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A Correction

OWING to a typographical error, it was stated in the January issue of the Merchants' Record and Show Window, that Easter Sunday would fall on April 18th in 1917, whereas it should have been stated that Easter Sunday would be April 8th.

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Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1917 have been made as follows:

Walter E. Zemitzsch, St. Louis, Mo.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

The Value of High Class Draping

—Article 1—

By

T. Guy Duey

THERE has been many articles published regarding the various methods of displaying silks, crepes, laces and trimmings, which have done a great deal towards forcing the sales of such merchandise. We find, however, that only a very small percentage of managers, as well as displaymen, have awakened to the most effective medium of displaying these lines of merchandise; namely, the draping of the full form, or in other words, producing completed gowns from uncut fabrics; which, if properly handled, will never fail to produce results.

The writer has found by data taken through many years' experience that **Good Form Draping** will bring more direct sales to these departments than any other method which could be employed. This is especially true in the Lace and Trimming departments, and what is most noticeable is how many complete garments are sold directly through such displays.

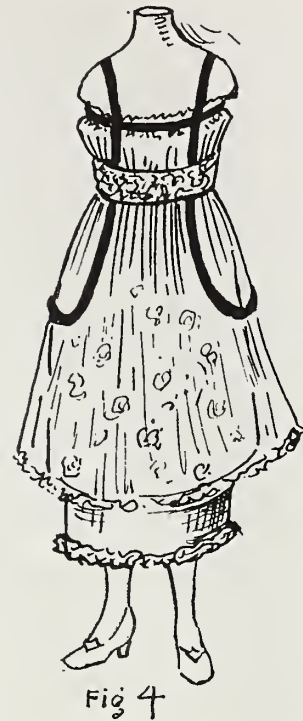
The gown herein illustrated and described may appear, from photo of the completed garment, quite difficult to carry out. However, it is very simple and if care is taken would be very beautiful and striking, which would result in forcing good business.

This drape consists of a foundation of gold cloth, over which is draped black chiffon with gold embossed design. Over all is placed forty-inch black tulle. Heavy gold lace band is used at the waist and one-half inch metallic gold ribbon for trimming.

Figure 1 shows the foundation of gold cloth, which is placed around the form with selvage running parallel with and a little above the waist line, using width of material for length of garment, commencing with the end in back of the form. Now, take the other end of fabric and fold twice lengthwise; pass this around form, commencing in back and continuing as shown in Figure 2. This forms the foundation for the waist. A narrow band of moleskin finishes off the bottom edge of the skirt.

Next, take gold embossed black chiffon and proceed as in Figure 1, only running top selvage across at bust, as in illustration No. 3. Next use a seven yard piece of black tulle (40 inch width). Start center of same in front of the form and shirr about three yards on the form. The best method of doing this is by using a rubber band or by fastening a thread around form at the waist line and across the bust.





This forms an overdrape for the entire garment with the exception of the sleeves.

A three-eighth inch plain old gold metallic ribbon is used across bust and for shoulder straps; these being extended down under a five inch old gold lace band, which is used at the waist and loops over the hips and meets in rear at starting point. See Figure 4.

Remaining, you have two yards on either end, of black tulle, extending from a point in center of back. These are simply draped over either arm and

fastened on the shoulder, as in illustration No. 5.

Half-tone shows completed drape as used in window displays and which created a remarkable amount of good direct business, to say nothing of the prestige and indirect results which are bound to follow such high-class displays.



FRONT VIEW OF FINISHED DRAPE.

RESULTS OF ADVERTISING

IN MAKING PLANS FOR THIS YEAR DO NOT NEGLECT TO
MAKE APPROPRIATION FOR WINDOW DISPLAYS
—DISPLAY MEN PRODUCED RESULTS
IN 1916

MERCHANTS big and small, advertising men one and all, proclaimed 1916 the biggest year in history and they begin the new year sure of prosperity. Optimism, of course, comes with every new year, but optimism is a sure sign of one's confidence in himself and there seems to be more of it than ever.

In the year just passed profits were big but in these days of advanced business methods it is safe to say that the size of the profits was regulated by the system of advertising and it seems that the nation has been moved by the logic of advertising. Good advertising is as necessary in business economics of today as the mother is to the new-born babe.

What appears to be the greatest optimism of all is found in the big captains who handle the selling of our nationally advertised goods. They have every reason to be happy and optimistic as it has been but a few years that these men co-operated with the merchant in advertising. They clearly see the results and they are pleasant to look upon.

During the past few weeks—ever since the New Year was born—we have been reading in the newspapers of the country, glowing reports from all angles of business, merchandising and advertising and it seems to be the common opinion and belief among the thousands of writers that advertising is the cause of the great prosperity of 1916.

The fact is pointed out that proper advertising is rendering a direct public service and that advertising has won for itself a dignity that commands the thought and favorable comment of all. Advertising is no longer a mere supplementary salesman but a mighty active one ever doing things.

When advertising reaches this point or plane it must be a positive selling force. The merchant and the consumer no longer fail to recognize the tremendous force of advertising and it is now given the position it deserves.

What has all this got to do with the display man? Well, bless you, the display man and the displays he placed during the year just passed have perhaps been the greatest selling force in connection with the store which employs him.

The display men have labored day and night to bring customers into the store and fill the coffers of the merchants and one has but to look about him and



Plate No. 4297. Display of Misses' Frocks by B. J. Millward for Mannheimer Bros., St. Paul, Minn.

This very attractive display was placed for the spring opening. The permanent background was used with pink rose sprays branching from imitation granite flower boxes in the center. The wooden pedestals were decorated with flowers of delicate shades of lavender and blue. The floor

was covered with a beautiful French grey rug in perfect harmony with the pedestals and flower boxes. The large vase was filled with sprays of pink lavender and light blue flowers. The merchandise displayed was of the finest quality and the posing of the figures was unusually natural.



Plate No. 4298. Spring Opening Display by B. J. Millward for Mannheimer Bros., St. Paul, Minn.

This is another illustration of Mr. Millward's windows as placed for the spring opening. The permanent background was used and decorated with pink rose spray. Women's party gowns and accessories were shown in this

window. In these displays Mr. Millward paid considerable attention to the displaying of the merchandise and no effort was made to show any thing extraordinary in background, but the effect was very pleasing.

he will have no doubt as to the tremendous selling force of an attractive window. It is the opinion of the writer that in cities and the larger towns where the people are not far scattered from the center of merchandising, the display man's window displays are the greatest advertising mediums.

True it is, that conditions alter the results but where the population is large, the display window is the best producer. And what of the display men? Well they are nothing less than expert advertising men and artists. What better acquisition could a store possess?

These remarks are made after a great amount of investigation and personal interviews with the various merchants, and the point that seemed to strike the writer as rather inconsistent is—many of these merchants refuse to let loose of the purse strings for a few paltry dollars to be used in renovating the window, purchasing new fixtures, etc. Some of these men, I wouldn't say most of them, have such great confidence in the ability of the display man to produce elaborate displays with the material on hand that they feel assured of the extravagance of spending more money when they have such good men on hand. This is unreasonable to be sure and makes it very difficult for the display man to improve displays or even keep them up to his usual standard. Then—maybe the boss pays this display man fabulous wages. How about it?

Too often do newspapers refer to the "silent salesman" as the advertisement appearing in that particular newspaper, or, in general, any newspaper, trade paper or magazine advertising. The display window has more right to be referred to as the "silent salesman" than any other form of advertising. In fact, it was the little glass case installed not many years ago that is the original owner of the name and the salesman selling through correspondence or over the wire is not half the salesman that the window showing its wares in all their beauty is.

So when we have finished taking the stock for the year 1916 and while we are overflowing with optimism and thanking this and that for our fat purses and glowing triumphs of the year that has fled, let us not forget the display windows as best advertisers and the display men as vital importance to the success of every store.

IN selecting combination of colors the display man should be very tactful as there are some colors, which, grouped together, are of high attention value, but the impression they make are displeasing.

MARK your photographs for the big MERCHANTS RECORD AND SHOW WINDOW contest. Send them early.

CATCH PHRASES

SNAPPY EXPRESSIONS FOR SHOW CARDS AND ADVERTISEMENT HEADINGS—SOME ARE ORIGINAL, SOME BORROWED—ALL ARE SHORT AND TO THE POINT AND BOUND TO ATTRACT ATTENTION

THERE MAY BE OTHER CHANCES BUT NONE BETTER.

* * *

TRAVELING BAGS THAT WILL TRAVEL FOR YEARS.

* * *

THESE GINGHAMS POINT THE WAY TO SPRING.

* * *

HERE ARE SWEEPING BARGAINS IN CARPETS.

* * *

GET THESE BEFORE YOU FORGET THEM.

* * *

BUY NOW AS YOU MAY NOT BE ABLE TO BUY LATER.

* * *

OUR PRICES ARE OF POWERFUL POPULARITY.

* * *

PRICES THAT TELL THE TALE AND SELL GOODS.

* * *

BUY A SUIT HERE AND CONGRATULATE YOURSELF.

* * *

HERE ARE PRICES REDUCED TO THE LAUGHING POINT.

* * *

ARE YOU ABLE TO DUPLICATE THESE SUITS AT OUR PRICES?

* * *

WE DESIRE THE TRADE OF PARTICULAR PEOPLE.

* * *

IF WE CAN'T SUIT YOU WE KNOW YOU WILL NOT TRY US AGAIN—WE DESIRE THE OPPORTUNITY TO TRY.

* * *

WE CAN'T FIT GLASSES BUT WE CAN FIT FEET.

* * *

ARE THESE GOODS WORTHY OF YOUR INSPECTION? BE HONEST!

* * *

THE FINEST SHOWING OF PARTY GOWNS IN THE CITY.

* * *

WHAT WOMAN IS NOT INTERESTED IN SILKS?

IT IS NO TROUBLE TO SHOW SHOES—THESE SHOES WILL NOT SHOW TROUBLE.

* * *

EVERY FOLLOWER OF FASHION WILL ENDORSE THESE STYLES.

* * *

HERE ARE SUITS THAT WILL MAKE YOU PRETTIER—THEY WILL TAKE YOU "OUT OF THE CROWD."

* * *

OUR ASSORTMENT OF CRAVATS IS CONVINCINGLY COMPLETE—AND AT POPULAR PRICES.

* * *

SOME PEOPLE JUDGE OTHERS BY THE SHOES THEY WEAR. THERE CAN BE NO POORLY JUDGED PEOPLE WEARING OUR SHOES.

* * *

YOU ARE SATISFIED ON YOUR FIRST VISIT TO THIS STORE—WE ARE SATISFIED EVERY TIME YOU RETURN.

* * *

WOULD YOUR HUSBAND LOOK GOOD IN THIS SUIT? WE THINK SO.

* * *

CLASSY CLOTHES FOR CLASSY PEOPLE.

* * *

OUR SERVICE IS ALWAYS AT YOUR CONVENIENCE. LET US SHOW YOU.

* * *

OUR GUARANTEE IS YOUR SATISFACTION.

* * *

HERE ARE A FEW SUITS THAT ARE RESPONSIBLE FOR INCREASED SALES AND SATISFACTION.

* * *

MANY MEN WILL SALUTE THESE SAVINGS ON SPRING SUITS.

* * *

WE MAKE THE PRICES—PRICES MAKE THE SALES—YOU MAKE THE PROFIT.

* * *

WE HAVE A CUSTOM SHOE FOR EVERY COSTUM.

* * *

EVERY PURCHASE IS WORTH WHILE AT THESE SAVINGS.

* * *

EVERY DAY IS DERBY DAY IN OUR HAT DEPARTMENT—WE CARRY ALL STYLES IN HATS.

* * *

IT IS NOW TIME TO STEP INTO THE NEW SPRING SHOES.

MOVEMENTS OF DISPLAY MEN

ARTHUR BRYALE is now engaged as display man for the S. D. Chapman Store, Painesville, Ohio.

× ×

J. L. SAVOY is employed in his profession at Beaumont, Texas. He was formerly connected at Fort Arthur, Texas.

× ×

G. L. STEVENS is now doing display work in South Portland, Maine, and writes that he is pleasantly situated.

× ×

H. B. BERGER, formerly of San Juan, Porto Rico, has returned to the States and has accepted a position in Brooklyn, N. Y.

× ×

CHARLES E. ELY is now employed as display manager of the Emporium Dry Goods Company, Detroit, Michigan. Mr. Ely was until recently with the George & Henry Company, Detroit.

× ×

ARTHUR A. INDERHED has accepted a position at Binghamton, N. Y. He was formerly employed at Rochester.

× ×

R. M. MONTGOMERY has resigned his position at Clearfield, Pa., and accepted the position of display manager for the Sloan-Buchan Company, East Liverpool, Ohio.

× ×

R. A. LAMMERS, formerly of Oil City, Pa., may now be reached by addressing letter to 1827 East Twentieth Street, Cleveland, Ohio.

× ×

EARL H. WELLS, formerly with the Victor Barth Clothing Company, Columbia, Mo., has accepted a position as display manager for the Leader Dry Goods Company, St. Joseph, Mo.

× ×

O. M. STUEVEN has left Wilson, N. C., and accepted a position in the profession at New York City.

× ×

J. M. FRENCH, formerly a display man in Coffeyville, Kansas, is now working in Monett, Missouri.

× ×

ARTHUR W. LINDBLOM, advertising and display manager for the New England Furniture and Carpet Company of Minneapolis, has just completed a trip which took him to all the large manufacturing cities of the east.

THE DOTY & SCRIMGEOUR SALES COMPANY of New York are now the eastern representatives of the Swift Studios, Chicago.

× ×

F. RAY PHILLIPS, display manager for the N. Snellenburg & Company of Wilmington, Delaware, is now working on the perfection of an entertainment to be given in the near future by the employes of the Snellenburg store.

× ×

H. S. CLINE, of Des Moines, Iowa, is now in charge of the advertising department of the A. Livingston & Sons, Bloomington, Illinois.

× ×

F. J. FARRELL, display manager for the A. Livingston & Sons, Bloomington Illinois, has been made an assistant to Mr. Cline, the advertising manager of that store.

× ×

SOL S. VICTOR, who has held positions as display manager for Klines of Detroit and assistant display manager at the J. L. Hudson store of the same city, has taken charge of the window decorations for the Russel Company, Detroit.

× ×

EDWIN BLOOM, for several years with the Plymouth Company, Mandon, North Dakota, has accepted a position as display man and card writer for the Straus Clothing Company, Valley City, North Dakota.

× ×

VICTOR DALLONS, formerly of Jerome, Arizona, is now in the employ of the Blue Store, Beloit, Kansas.

× ×

CHAS. E. ORR is another to make a change. He has left Enid, Okla., and is now working in Wagon Mound, New Mexico.

× ×

CHESTER LAPIERRE, display manager for Hull and Calnon, South Bend, Indiana, was in Chicago recently placing orders for spring supplies.

× ×

R. A. LEHMAN is now employed as display man for the L. C. Roberts Company, Brenham, Texas.

× ×

JAMES TALLMAN, Jr., has accepted a position in East Liberty, Pa. He was formerly employed at Williamsport, Pa.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
—WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF

Fashionable Silks, Special Values, 40-Inch All Silk Colored Crepes de Chine, \$1.35.—An order placed months ago makes it possible to sell this lovely quality of Crepe de Chine at \$1.35 a yard. It is one of the best values in this weave offered this season, and comes in all the desirable evening and street shades and black.

Women's \$4.50 Silk Petticoats, \$3.75.—Of silk jersey, in black and colors; taffeta flounce, finished with plaiting. Regular sizes—\$3.75. *\$1.00 Cotton Petticoats in floral effects*—now 85c. Full flounce with ruffle.

Women's Smart \$5 Skirts at \$3.75.—Made of the ends of high-grade cloths—fancy mixtures, fancy-weave cloths, check and striped materials. Two excellent models, \$3.75. *\$7.50 Diagonal Serge Skirts, black or blue—\$5.00.* A smart full model; inset plaits on side-front gores.

Women's Fashionable Cloth Skirts at \$5.00.—A miscellaneous lot, consisting of Skirts in the best winter styles. Of serge and poplin, in black and navy blue, and of fancy mixtures.

Braided Waists of Sheer Crepe.—Plenty of them in colors to match the tailored suits—brown, navy, green and plum. These have collars of sand-colored crepe de chine. Also there are braided waists of all-black for the same price, \$5.50. Other Georgette crepe waists go up to \$22.50.

Silk or Georgette Blouses, \$5, \$5.95, \$6.95.—Crepe de chine Blouses, plain, tailored or lace trimmed; some embroidered. Fancy silks, plain and striped tub silks, etc.; made up in tailored fashion, with the new collars. Georgette Blouses, white, flesh color and the new shades for suits, variously tucked, hemstitched, some embroidered, a few with beads. Some have collars, cuffs and vestees of satin.

Blouses of a Special Charm, \$5, \$5.95, \$6.95.—Charming in themselves, entirely irrespective of their little prices—and these are the best values we have seen at those prices for many months. A score and more styles of lace—allover shadow lace, silk shadow lace, lace with the figures cord-outlined in point de Paris fashion, fine Oriental laces, fishnet mesh laces, spider web meshes, etc. But all have one quality—loveliness—in common. Most of them are lined with flesh-colored chiffon. Some have collars, cuffs and vestees of Georgette crepe in flesh, white and other shades. Some are combined with Georgette in suit shades.

Dainty New Frocks for Girls.—Some of the dresses are of linen, others are of hand-embroidered voiles, and some, still finer, are of soft crepe de chine. There are pink, maize, blue and all-white. And each frock is pretty as can be. They are just such dresses as little girls of 6 to 14 years should wear. \$10, \$15 and up to \$20 each.

2,000 Petticoats Under Price.—Silk and Cotton Petticoats, in the season's best styles: \$1.50 and \$2.00 *White Satine Petticoats, \$1 and \$1.50.* *\$2.50 Black Heatherbloom Petticoats—now \$1.50.* Made with a deep plaited flounce in flowered effect.

A Collection of Silk Remnants.—To dispose of the year-end accumulation of Silk Remnants, we have grouped them on a special aisle table and have marked them at very much less than the regular prices. Black, Colored and Novelty Silks are included, in lengths sufficient for waists, dresses, fancy bags, men's shirts, etc.

Imported Japanese Kimonos, Very Beautiful, \$10 to \$39.—Wonderfully lovely, made of the richest silks, sometimes almost covered by the skillful broderies by patient fingers, other times printed with scenes from the Far Orient and with combinations of color that none but the Japanese could make—and so successfully. Some of heavy China silk (inter-

lined and lined), some of crepe de chine and Japanese armure, and still others of silk momie. At the higher prices one of a kind. At the lower so individualized by differences of color and patterning that they are practically unique. And at every price exceptional values.

Women's High Tan Lace Shoes at \$4.—These are beyond question the most popular style of shoes of the season and are particularly well liked by young women. They have imitation wing and straight tips and are perforated around vamp and eyelet stay; soles are welted and there is choice of high, low and medium heels.

A Table of These Shoes, \$4.45—All Reduced.—The styles are fine—but the size ranges are broken—however we do not think that you will experience any difficulty in being fitted. Indeed, the fact that the sizes are broken is a splendid commentary on the styles. Brown kid boots, lace styles, covered heels. Gray kid lace boots, leather heels. Black kid button boots, leather heels. Bronze button boots, and a few styles of tan calfskin.

New English Parasols Are Here.—Smart sunshades in conservative styles which will appeal to the fastidious woman. The colors are very pleasing, there are wood and crystal handles, and the parasols are very well made and finished. Prices start at \$3.75.

Fancy Drape Veils Greatly Reduced.—Silk chiffon, silk chantilly, heavy silk mesh veils, as well as combinations of chiffon net and lace. A large variety of styles to select from. Colors: black, white, brown, purple, wistaria, rose, tan, emerald, navy and many pretty color combinations.

Lingerie from Paris.—Inexpensive hand-embroidered lingerie, as well as decided originalities and the finest needle-worked sets for trousseaux—all specially priced. French chemises, \$1; nightgowns, \$2; petticoats, \$3; envelope chemises, \$3.50; pantalons, \$1.25 and upward.

Reduced Panel Laces for Doors and Windows.—They are slightly mused, but that will make little difference to women to stop to think that this means anywhere from a half to two-thirds of the price saved. All are in white and from 18 to 30 inches wide. The new pieces are 50c to \$1 a yard.

Lovely New Filipino Nightgowns.—Each pretty gown bears the work of the Filipino embroiderers—and beautiful work it is! The gowns are done on fine white stuffs, daintily made and in any number of styles. There are many designs in the embroidery, so that a woman has a delightful choice. And \$2.85 to \$5.85 each.

Women's Gloves at 69c. Values Up to \$1.50.—Several thousand pairs of women's Kid Gloves, slightly soiled or mused, as well as lines in which sizes are broken, in black, white and colors, are the most remarkable values offered in months, at 69c. a pair.

Spring Upholstering Starts With the New Cretonnes.—And the first of the new designs have just been received. They are really lovely—some decidedly French with ribboned medallions, enclosing fleur de lis, some have a distinctly Japanese air, others are quaintly Colonel with landscape scenes and there are fruit and flower patterns that seem just made for a dining room. Every woman can see many possibilities in such beautiful cretonnes, from re-decorating an entire room, to suggestions for curtains, table covers, screens or pillow cushions. These cretonnes are priced from 50c to 90c a yard.

The Little House is Changing its furnishings all the time—unique furnishings, often reproductions of precious pieces in foreign lands—and this is to say that if you or your architect want something rare this is the place to get it or to see about having it made.

A Sale of Men's Velour Hats at \$3.45.—Three hundred soft, silky velour hats, offered at this low price as a result of a very special purchase. Richer, more regal looking hats have seldom been offered at such a modest price. Each hat lined with fine quality silk. The colors represented include: *Brown, Blue, Snake, Green, Gray and Black.* All sizes.

Belgian Dress Linens at 58c Yard.—Really astonishing quality at the price, and so rare as to be practically unobtainable again at any price. Will wear like iron; granite weave. Colors and white, 47 and 48 inches wide.

These Ambitious Display Men
have started
On the Road to SUCCESS

You can do the same
by joining

Koester Classes at Once

IT requires only four to eight weeks for a thorough, practical course of instruction and training in Window Display, Card Writing and Retail Advertising at the Koester School—the foremost school of its kind in the world. You can capitalize your knowledge and ability at once. Such a course of training brings you immediate success, and, like compound interest, it continues to bring you greater and greater returns throughout your entire business career.

The outlook in the retail field was never brighter, therefore, splendid opportunities belong to those young men who have the ambition and foresight to prepare themselves for retail publicity work now.

There's a good position in almost any section of the country waiting for the thoroughly qualified publicity man. Your progress will not be hampered in this field.

Write for Information

THE KOESTER SCHOOL

215 So. Market Street, Chicago, Ill.



(You cannot
beat them)

PRICES THAT TALK

(We invite^a
comparison)

A-1 Style, Quality and Workmanship



No. 316 Clematis Vine



No. 375 Passion Flower Vine



No. 333 Apple Blossom Vine



No. 348 Apple Blossom Spray

		Dozen	Gross
310A	Rose Vine, 3 nice open muslin roses, 12 leaves.....	\$2.00	\$20.00
310B	Rose Vine, 3 large rose buds, 12 fine leaf sprays.....	3.50	35.00
312A	Wild Rose Vine, 6 fine sateen flowers, 15 leaves.....	1.80	18.00
316	Clematis Vine, colors pink, lavender or white.....	1.50	15.00
317	Daisy Vine with yellow or brown centers.....	1.80	18.00
320	Wistaria Vine, very fine material, colors white, pink, lavender or yellow	4.50	45.00
320A	Wistaria Vine, a cheaper grade, colors pink, white, lavender or yellow	3.00	30.00
331A	Lilac Vine, 3 large clusters of lilacs, 12 fine leaves, colors white, pink or lavender.....	2.75	27.50
333	Apple Blossom Vine, 12 leaves and 12 blossoms.....	1.35	13.50
375	Passion Flower Vine, true to nature, colors pink and lavender	3.25	32.50
376	Crimson Rambler Rose Vine, 18 leaves, 4 clusters of flowers, colors pink, white, red or tea.....	5.00	50.00
378	Daisy Vine, 4 large beautiful sateen flowers, 15 muslin leaves with yellow or brown centers.....	2.50	25.00
379	Giant Morning Glory Vine, 4 large flowers.....	3.25	32.50
380	Nasturtium Vine, 4 high grade velvet flowers, 12 leaves.....	3.50	35.00
5006	Chrysanthemum Vine of 3 beautiful large Chrysanthemums	3.00	30.00
5008	Pond Lily Vine of fine pond lilies and leaves.....	5.50	55.00

		Dozen	Gross
348	Apple Blossom Spray, 24 inches high, very natural muslin flowers.....	\$2.50	\$25.00
387	Apple Sprays, made of muslin flowers, 15 inches high75	7.50
		Each	Dozen
939	Festoon of Roses, Rose Buds and Foliage, only the best grade of material, 48 inches long, roses any color	\$1.90	\$19.00
1621	Apple Blossom Spray, 36 inches long, fine material	1.00	10.00
1633	Dogwood Blossom Branches, 21 inches high30	3.00
5214	Crimson Rambler Garland, 42 inches long, made of the best material. Colors of flowers, pink, tea, red or white60	6.00
6006	Daisy Spray, 24 inches high, finest sateen flower40	4.00
	Adiantum Formosum, a beautiful large leaf for decoration, transparent, green, natural preserved. Fireproof.		
	25 Leaves		\$2.00
	100 Leaves		7.00

BEECH AND OAK BRANCHES.

Domestic Fireproof Beech Branches, 30 to 36 inches long, in green, tan or red.	
For 100	\$11.00
Oak Branches Fireproof, natural prepared and colored green, tan or red.	
For 100	11.00

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-59 West Chicago Avenue

CHICAGO, ILL.

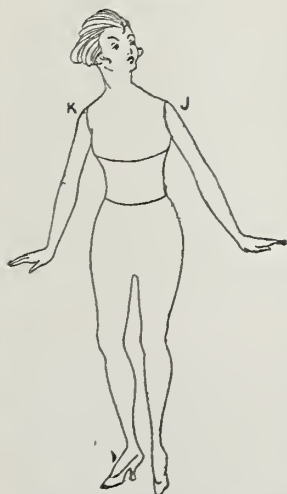
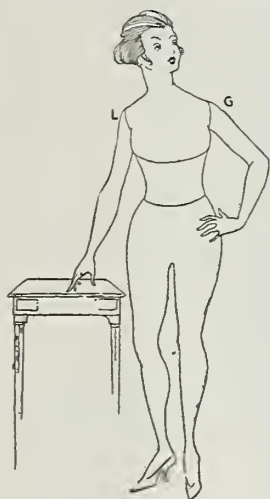
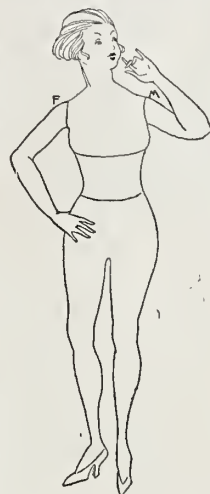
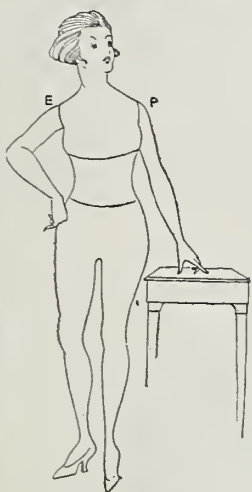


Correctly Modeled and Posed Wax Arms That Are Beautiful, Distinctive and Practical

Correctly modeled and posed arms are the most essential feature in creating individuality and unity of line in a wax figure, and the modeling of arms and hands must show the principal characteristics that make them natural.

Correct poses are the graceful attitudes that women take with their arms when posing or in repose.

The accompanying sketches, drawn from the actual figure, illustrate a number of our arm models. Each of these arms was especially modeled with a view to its natural character and practicability, and on account of being adjustable to many different positions can be used in combination with any other in pairs on any of our figures.



An Invitation

When in New York call at our studios and let us show you some of the interesting features of our figures, or send for booklet.

IRWIN G. CULVER CO., Inc.
60 East 8th Street NEW YORK CITY

ASKED AND ANSWERED

Note—In writing to addresses in this column, kindly mention the MERCHANTS RECORD AND SHOW WINDOW.

How to Repair Wax Hand

Editor MERCHANTS RECORD:

Will you kindly inform me through your Asked and Answered Department how I can repair a wax hand? I have melted wax over an alcohol lamp but the wax never hardened and makes the break soft. Have run needles through to help it and also have used cotton batting to strengthen it but that never seemed to harden.

I would be greatly pleased to see the answer to this question in the next issue of the MERCHANTS RECORD AND SHOW WINDOW.

Very truly yours,
C. H. S., Fulton, New York.

Answer—After the hand has been thoroughly cleaned and dried hold in place firmly and allow the hot iron to melt its way half way through. Replace the iron in the flame and continue to hold the hand in place until the melted wax has hardened enough to hold itself. Fill the cavity formed with hot wax. When the filled in wax has sufficiently hardened trim off with the modeling tool and smooth down. It may be that the wax you are using is old and full of grease. Get new wax from some figure manufacturer and you will find it will harden in from five to ten minutes.

Easter Eggs

Asked and Answered:

Would you be kind enough to suggest a few ideas for Easter display in which I may use Easter eggs. Does it make any difference how I dye my eggs?

Your Asked and Answered Department is a great aid to the display men and I hope you continue to include it in your valuable paper.

Thanking you and waiting to see the answer in the February number, I am,

Very truly,
H. F. G., South Bend, Ind.

Answer—Eggs may be colored in a hundred different ways, it making little difference which particular dye is used. You may, if you care to, cut small price cards the shape of eggs, or you may use real eggs. Another idea is to blow a number of eggs, run a thread through them and suspend them in your window at different heights. Another idea is, cover your window floor with hay to represent a haymow, and put nests of decorated or dyed eggs here and there. You may use a large papier mache egg in the center of the window and this would give the desired effect.

Post Shelves

Editor MERCHANTS RECORD:

I seem to be unable to make my displays as attractive as they should be judging from the outside. I have been often told by big display men that my arrangement of merchandise is excellent. I am handicapped in having two posts in my window and feel sure that they are in a great degree responsible for the poor appearance. What would you suggest regarding these posts?

M. R. F.
Oakdale, Cal.

Answer—Window decorators usually find posts quite awkward things to contend with but in many cases post brackets are made and applied. These

brackets are serviceable and easily made and will do away with the disadvantage of the posts.

The shelves should fit half way across and fronting the window glass. These shelves should be placed equal distances apart and then some suitable fabric placed over the edges.

The shelves should be of sufficient width to allow a display of goods.

§ §

Imitation Grass

Merchants Record Company.

Gentlemen:

Will you please advise through your valuable Asked and Answered Column the best way to make imitation grass. I have need for it very often while making displays. I have charge of the windows for a big hardware store and in displaying garden tools, lawn mowers and the like I have frequent opportunities to use this grass.

Thanking you and hoping to see the answer in the next issue of MERCHANTS RECORD, I am,

Very truly,
W. H. T.,
Kansas City, Mo.

Answer—The most commonly used material is excelsior, which has been colored green with ordinary egg dye. The excelsior should be broken into very small lengths before it is used. You may also get the effect of green grass by using crepe paper. First cut the paper in long strips of the required width. Paper should be cut across the grain. Then fringe along one edge. Would advise that if paper is used two shades or possibly three shades of green be included. This would give a more natural effect.

§ §

A Process of Gilding

MERCHANTS RECORD AND SHOW WINDOW:

I am frequently required to gild articles which I use in my display. Have not had very good success. Will you describe the correct process?

Respectfully,
S. F. B., Chicago.

Answer—What is considered a very satisfactory way to gild articles follows: First cover the material to be gilded with a solution of gelatine in hot water to which an equal quantity of alcohol has been added. Then put the leaf gold on while wet. Take a piece of soft paper and press and smooth gently over the leaf gold in order to evenly distribute the gelatine below. This process will prevent spots on the gilding. Allow to dry for twenty minutes and then rub with cotton. Another layer of gelatine is now applied with one stroke of a soft, large brush and if extra fine work is required a second layer of leaf gold is put on and covered with gelatine. In this case, however, the gelatine is best used hot. This process should prove satisfactory.

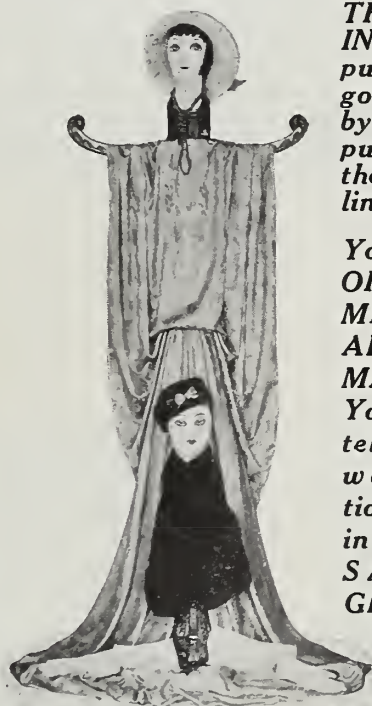
Nu-Art Drapes

Originated by C. J. NOWAK
of the

Economist Training School

ORIGINAL IDEAS are always in demand, that is why E. T. S. training is so efficient; you learn to **DEVELOP IDEAS OF YOUR OWN** and adapt them to your work.

The trained displayman puts a selling argument into his display—**HIS WINDOWS TELL A TRADE-PULLING, BUSINESS BUILDING STORY** for his store and its merchandise.



THE ECONOMIST TRAINING SCHOOL trains men to put in windows that sell goods. It trains the "learned by experience" displayman to put in better displays; it trains the beginner along the right lines.

You are taught **THE HOW OF DISPLAY MANAGEMENT, CARD WRITING, ADVERTISING and SALES-MANSHIP, and THE WHY.** You are taught to work intelligently by men who have won international reputations. You get your training in an **ATMOSPHERE PULSATING WITH THE GREAT THINGS!**—in the heart of New York City.

"In this age of specialists it is the **TRAINED MAN**

WHO WINS THE BIG SALARY."

If you are an E. T. S. graduate, you are practically insured against failure. Why not avail yourself of this opportunity and make your start now by clipping the below coupon and mailing today? You are not obligating yourself in any way. It is up to us to prove how we can help you and aid you in earning a bigger income, which will mean the added comfort and pleasure that success will give you.

ADVERTISING

as we teach it by correspondence or by personal instruction, is easy for you to learn. No matter where you live, E. T. S. advertising course will come to you; no matter what your handicaps are or how small your means; we have a plan to meet your circumstances; no matter how limited your previous education, our simply written and well planned course will give you a thorough understanding how to write good advertisements. Use the below coupon in writing for information pertaining to our Advertising courses.

ECONOMIST TRAINING SCHOOL

239-243 W. 39th Street, New York City

I am especially interested in—

- Window Trimming ☐
Show Card Writing ☐
Advertising . . . ☐

Name
Street
City State



THE above half-tone gives you an excellent idea of what can be done in way of designing and building a beautiful Background. The design shown is very characteristic of the Egyptian Period and modernized just to a point that makes it conform with modern gowns and merchandise. A complete setting of this kind shows treatment for floor which is especially colored and decorated to match setting. The beautiful lines of the urns can also be seen to great advantage. We can furnish you with a small part or with the entire setting as shown.

ORDER EARLY—RIGHT NOW



No. 1—The above cut in relief plaster is very beautiful for caryatid, plaster decoration, etc. Size 42 inches high, 15 inches width.
Price, each, plain, net..... \$ 6.00
Decorated in bronze or color,
net 10.00



No. 2—Background is a very successful arrangement. Height 6 ft. over all and from 6 to 8 ft. wide, making a complete background and one that is easy to install. This background is beautifully colored and design applied in 3 colors.

Price of background complete (not including foliage), three separate panels in the construction\$15.00
Flower stand and box 4 ft. 4 in. high. Each..... 3.50



No. 6—This beautiful vase is made of plaster, very strong, and comes in two sizes. Just the thing to use on floor of window.
8 in diam. x 20 in. high, each,
net\$3.50
12 in. diam. x 30 in. high, each,
net 4.50

SOMETHING ENTIRELY NEW IN DESIGN AND AT A VERY LOW COST

The above designs are very good looking and give you an opportunity to have a beautiful setting, making your merchandise show up to the greatest advantage, and you can do this for a small amount of money.

Do not fail to visit our Show Rooms and Studio when in Chicago

The **BODINE-SPANJER ©**

Designers and Manufacturers of Decorative Backgrounds for Show Windows

1160 Chatham Court, CHICAGO

Phone Diversey 2585

To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north; get off at Division St. and walk 1 block west to Chatham Ct.
M. P. STAULCUP, Eastern Representative, 44 East 23rd St., New York, N. Y.



A new, practical and ideal paper
for original and effective and
artistic window trimming

Plan now to use it for your

Spring Opening Windows

☐ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

☐ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flowers Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

☐ Now being used with splendid results by leading display men throughout the country.

☐ In stock in convenient size in many different colors and patterns.

Illustrated Booklet

Contains new and original background ideas. Also complete line of samples of all the different patterns of Onyx Paper. Sent free of charge. Write for one to-day.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



For a Bigger, Better, More Profitable Spring Business

As we see it, the coming season can readily be made the **BIGGEST** in the history of American merchandising.

People have money and (as was indicated by the brisk holiday business enjoyed by nearly every retailer) they are not backward about spending it.

The Spring season should be a **BIG** one in **YOUR** store.

Moreover, it should be profitable.

You can make it so!

But—

It will require:

careful planning
effective advertising
sane merchandising
energy
well-directed effort!

The Economy Service Company has devoted its best brains to the production of advertising and merchandising ideas and plans for the use of the retail merchants.

We believe that our plans for the coming spring are the most practical, helpful and effective we have yet prepared.

They include—

Scenic Window Backgrounds

Hand-painted on scenic canvas.

Mailing Folders

To announce by mail your spring displays.

Posterettes

For show card and package embellishment.

Pictorial Slides

To use in the "movie" theatres.


A big folder describing these plans and illustrating them is just off the press.

It will be sent without charge to retail merchants or advertising men in towns where our service is not already placed.

It is important for you to see this folder before any plans are made for your store's spring advertising. Attach this ad. to your letterhead and send it to us —NOW.

Economy Service Company
231 West 39 St - New York City

Affiliated with THE DRY GOODS ECONOMIST

PRESIDENT, E. J. BERG, Omaha, Neb.	SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.
1st VICE-PRESIDENT L. A. ROGERS Detroit, Mich.	CHM. EXECUTIVE COMMITTEE A. W. LINDBLOM Minneapolis, Minn.
2d VICE-PRESIDENT MALCOLM J. B. TENNENT Portland, Ore.	CHM. MEMBERSHIP COMMITTEE ED. O'MALLEY Kankakee, Ill.
3d VICE-PRESIDENT CARL F. MEIER Davenport, Ia.	CHM. PUBLICITY COMMITTEE D. B. BUGG New York
TREASURER W. H. HINKS Minneapolis, Minn.	CHM. EDUCATIONAL COMMITTEE J. D. WILLIAMS Cincinnati, O.
<div style="text-align: center;">  <p>International Association of Display Men</p> </div>	
CHM. PROGRAM COMMITTEE C. J. POTTER :: St. Louis	

Last Call for Designs

FEBRUARY 15th is the last day on which designs for the Emblem Contest will be received. If you have not already sent in your suggestion do so at once as we desire to have every display man offer an idea. This contest is for an emblem suitable for our organization and every member of the I. A. D. M. is eligible to submit as many ideas as he desires. Just make a rough pencil drawing carrying out your idea and send it in.

The state, the city, the colleges and schools, every organization has some emblem or insignia by which it is known, but since our organization changed its name from the International Association of Window Trimmers to the International Association of Display Men, we have had no special insignia by which we may be known. It is to adopt a design to be used as our emblem that the officers of the Association are extremely anxious to do at this time and urge every display man to make at least one suggestion for the sake of loyalty to the organization if for nothing else. However, to the one submitting the best idea, a five-dollar gold piece will be forwarded.

The contest committee requests that you do not attach your name to the design submitted, but that you place your name on a slip of paper or a card and send it along with the design. This will make it impossible for the committee to know from whence each design came. The committee of judges will be composed of the president of the I. A. D. M. and the Executive Committee.

In this age of specialization, the display advertising stands out in no uncertain brilliancy and that method of advertising has made the highest test for efficiency with the least waste. And that is why our method of advertising takes place among the first rank—because it does bring results and little waste is made. This is the branch of advertising that is nearest our hearts and in the interest of that work and the organization that has brought it to its lofty pinnacle in the merchandising world, we desire an emblem.

We have already received several designs but desire to have several hundred from which to choose.

Remember—February 15th is the last day. Will you have yours in on time?

P. W. HUNSICKER, Secretary.

S S

From Your Secretary

LAST month we had the pleasure of informing the members of the I. A. D. M. that we had welcomed several new members into the fold, and it is our pleasure this month to announce that the Reading, Pa., display men have organized as the Reading Display Men's Association and have affiliated themselves with the International Association of Display Men. Welcome Reading! We will make you glad you became one of us. The Reading association numbers fifteen strong and all are "boosters."

During the last few weeks I have received many very interesting letters from our hustling members informing me that they were making plans to start a local in their respective cities and have them affiliated with the I. A. D. M. That is welcome news and 1917 promises to be a great year for the organization of new locals.

We have made good with a vengeance on our promises to furnish a treat with the Educational matter for the local Associations. Every Association that has used these stereopticon slides has been extremely well pleased. As I have said before, the Educational Committee spared no pains in order to select the best photographs from which the slides were made and the educational value was always first in view. In addition to the slides there are 750 original photographs bound in handsome black seal grain leather albums, there being ten to twenty photographs in each album.

This is perhaps the most interesting feature that the Association has yet accomplished. Display men are interested in reviewing the original photographs of window displays and as this collection

ONE OF SEVERAL
NEW MODELS IN
WAX. GLAD TO
SEND YOU PRICES
AND ALL OTHER
PARTICULARS



WE HAVE A NEW
LINE OF FORMS
ON WOODEN
STANDS AND
BASES. WRITE US
ABOUT THEM.

MODEL 16R

Send For Latest Photos and Catalogs

J. R. PALMENBERG'S SONS

EST. 1852

BOSTON
30 KINGSTON STREET
110 BEDFORD STREET

63-65 WEST 36TH ST., NEW YORK
FACTORY: 89 and 91 WEST 3d STREET, NEW YORK

BALTIMORE
Nos. 10 AND 12 HOPKINS
PLACE

SPRING Scenic Backgrounds EASTER

The approaching season gives promise of being a record breaker in retail merchandising. Not only that, but you will be displaying and selling unusually high-class merchandise.

PROPER SETTING

To make your displays the last word in effectiveness, which means the greatest possible volume of sales, nothing can give quite such positive results as **SCENIC BACKGROUNDS**.

Mr. A. G. M. Lindahl, our Art Director, specializes on show window and store interior displays. He will take pleasure in quoting prices and answering any questions you display men or merchants may wish to ask. We turn out painted scenery in all branches.

Original Designs

For originality and "that little something that is different" our scenic backgrounds are recommended by the acknowledged leaders among display men who have patronized us for the last fifteen years.

*Let us Submit Sketches and estimates—
write or wire*

Northwestern Scenic Studios
2000 Seabury Ave. Minneapolis, Minn.

To the Man Behind the Counter—

Let us help you to a better position and a better salary—let us train you to fill a display man's position.

We have a course of study in window display with which you can study at home and earn your full salary while preparing for a better position.

You will find it surprisingly easy to learn the correct principles of window display from our course. Each step is illustrated so plainly and explained so fully as to impress itself clearly upon the mind of the student.

The International Correspondence Schools course in window dressing is a careful compilation of the best ideas of hundreds of the most expert display men of America.

May we send you complete details about this wonderful course? We believe we can convince you that a few hours' study each day may prove the best possible investment you can make.

Without obligating yourself in the least write to us today and get the facts.

**International Correspondence
Schools**
Box 1455 Scranton, Pa.



Plate No. 4299. Spring Opening Display by D. W. Moyer for Chas. A. Stevens & Bros., Chicago.

These unusually attractive windows were among the best seen on State street during the spring opening of 1916. The backgrounds were novel and presented various styles of setting. In the center behind paneled windows were scenes of beautiful scenic painting. At the right of the windows and adjoining the scenic paintings were extravagant drapes of deep colored plush and the other side space was occupied by large mirrors. The benches and stands on which various

pieces of merchandise were shown were in ivory. The floor was in block effect of delicate tints. In the center of each window was placed a beautiful mass of ferns, palms and flowers, all being fresh and natural. Banking the ferns and flowers were large pieces of sod and moss and many large stones appeared adding greatly to the natural effect of the display. The selection of colors and the arrangement showed great artistic taste of the display man.



Plate No. 4300. Spring Display by D. W. Moyer for Chas. A. Stevens & Bros., Chicago.

is the finest set of photographs ever gathered together there should be added interest in seeing them. The photographs have been remounted on uniform mounts of silver grey and present a very attractive appearance.

Any local affiliated with the I. A. D. M. may notify the Secretary, stating the date that they desire to use the slides and albums, and arrangements will be made. The express will be prepaid and all the expense attached is the prepayment by the local to the next place of showing. Dates must be claimed in advance in order that the Secretary may make his plans accordingly.

P. W. HUNSICKER,
Secretary.

THE Ellsworth Store of South Bend, Indiana, has adopted the eight-hour working day for all the employes of the store, the new schedule having gone into effect last month. The hours of work will be from 8:30 o'clock to 5:30 o'clock instead of the old

§ §

Hawaiian Display

THE display window of the Wurlitzer music store, Middleton, Ohio, presented a novel and extremely attractive display recently when the window was made to represent an Hawaiian home. A small grass hut in the rear was surrounded by imitation flowers and foliage and the space in front of the cabin was occupied by different Hawaiian instruments. The display was made by Paul Walburg, display man for the Wurlitzer store.

The Window That Gets Across



There are two kinds of show windows—the kind that “get by” and the kind that “get across.”

Any well decorated window will get by, but it takes a *real window* to “get across” and pull the people into the store.

Beaver Board backgrounds help wonderfully in putting the window across. They are unusual and they are so handsome that they more than double the attractiveness of the display. You can make them portable and change the background colors as often as you wish.

Write for free samples of Beaver Board, Beaver Board Tile, Beaver Board Grained—mahogany, walnut and oak.



BEAVER BOARD

The BEAVER BOARD COMPANIES, 556 Beaver Road, Buffalo, N. Y.
Branches in Principal Cities

Spruce Up for Spring

Spruce up early—today's the time to start—don't delay—don't let the “other fellow” get there first.

Daily's Scenic Paintings And Air Brushed Cards Will Promote Early Buying

Send today for snappy new Spring circular. It shows illustrations of cards and paintings with prices, sizes and other information. Spruce up for Spring via the Daily Spring circular, M-2. Write today.

Bert L. Daily

Advertisers Building
Dayton, Ohio



Feldman's Humanized Wax Figures

Feldman Figures and Forms are modeled from life. Note the natural, graceful poise in every feature and every line.

Feldman Wax Figures and Forms come as near to being exact replicas of the living face and form as can be designed and sculptured with human hands.

Feldman Wax Heads are firmly attached to forms by means of an exclusively patented device. Write us for full particulars of this very important feature.

Send for catalog giving prices and full descriptions of Display Forms, Wax Figures, Metal and Wood Fixtures.



Feldman Fixture Company, New York

Salesroom: 24-26 West Thirtieth Street
Factory: 60-62 East Eleventh Street

Letter to the Members

THE Membership Committee is gratified with the response received from the members of I. A. D. M. in answer to its request for co-operation in securing new members. Already the committee has received a great number of letters from members stating that many good prospects are in view and expressing confidence in the fulfillment of the prediction of the membership committee—that 1917 will be the biggest year in the history of the International Association of Display Men.

The members of the committee are in continual correspondence with each other in which an elaborate campaign is being formulated which the members of the committee think will bring great results. However, the committee continues to ask every member of I. A. D. M. to keep before him the fact that co-operation is necessary and, as we have said before, it is the duty of each and every one of the I. A. D. M. members. No organization ever prospered without the full co-operation of its principals and it is safe to say that an organization will never prosper under such a handicap. The hearty helping hand of big and little display men should be lent in complete harmony for the attainment of our purpose.

Let us bring a record-breaking enrollment list to

the next convention, which gives promise to be the greatest ever. Let our report on new members made during this year be in proportion to the magnificent reports which are sure to be read regarding other branches of our work. If each man would comply with the little request of the Membership Committee our organization would be one hundred per cent larger in 1917 than it was in 1916. That little request, if fulfilled by each member, would mean that he brought one new member into the fold.

The committee strongly seconds the suggestion of E. J. Berg, president of the association, in which he urges the balloting on the next convention city be held while the attendance is large.

Again urging hearty co-operation of all members in our campaign for a bigger Association, and extending best wishes to all display men, we are,

Yours for more members,

Membership Committee,

EDW. O. MALLEY, Chairman.

§ §

LET us have a suitable emblem. Send your suggestion.

§ §

THIRTEEN beautiful prizes will be awarded for the best display photographs submitted during 1917. Get in line and be one of the winners.

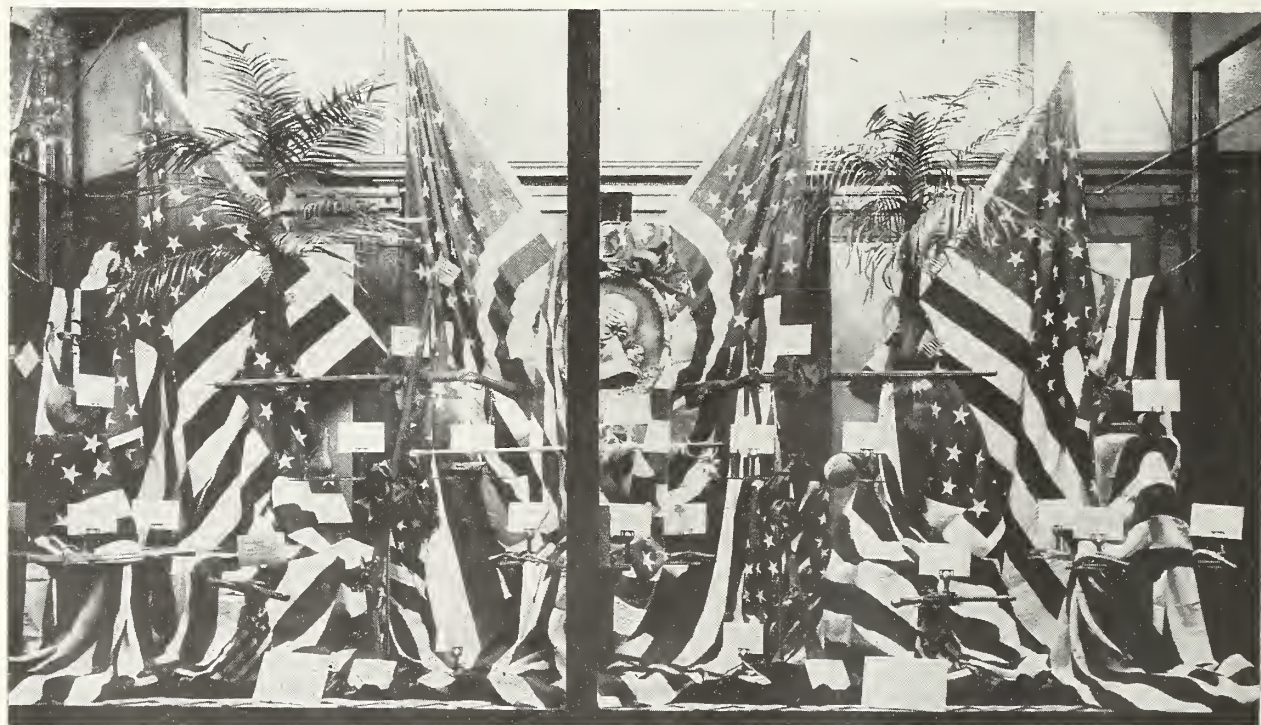


Plate No. 4301. Display by F. Johansen for the A. Holthansen Company, Union, New Jersey.

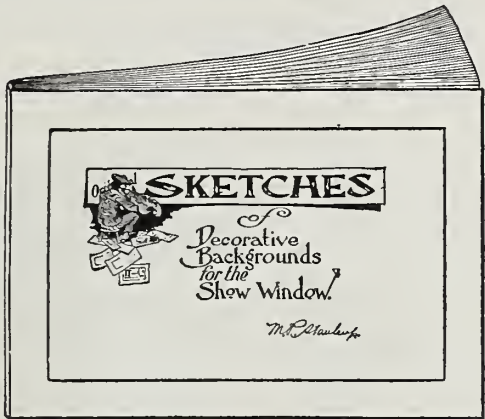
This display was placed during the week in which the birth of Washington is observed. The decorations consisted of the liberal use of the country's flag, old muskets, such as were used during the Revolutionary days, canteens, napsacks, boots, bullets, etc. These relics were loaned to the Holthausen store by descendants of soldiers who had fought with Washington and by Civil war vet-

erans, or their relatives or friends. A small white card on which was a short description of the various relics and a notice of the original and present owner was placed on each exhibit. In the center of the background beautifully bordered and draped in his country's colors was an exceptionally fine bust of the "Father of his country." The other decorations consisted in two monster palms.



Ber-Zer Decorative
SCENIC PAINTINGS
For Spring and Summer
 Beautiful, Rich Imitation Tapestry Paintings
 and Bronze Scenics—Our newest specialties.
 Upon receipt of your measurements and idea of your Display
 or color scheme, we will furnish color sketch with estimates.
 Spring Stencils and Air Brush Cards. Send For Circulars
BER-ZER STUDIO
 DAYTON, OHIO

**Plan Your Show Windows from
This Portfolio**



Twenty-two Full Page Drawings fully
described
 By M. P. Staulcup
 Practical and Economical Decorations
 Price Only \$1.00 Postpaid
 Book Dept.
The Merchants Record Company
 431 SO. DEARBORN ST. CHICAGO



The Desire
for Quality
Is Natural
 We Fulfill
Your Desire

**SPRING
SCENIC
PAINTINGS**

For Easter Displays
 20 cents to 50 cents the Square Foot.

Display Managers—

Our large new catalog filled with
illustrations of beautiful *Quality*
 Scenic Paintings is **YOURS** for
 the asking.

The Swift Studios
 466 East 31st Street Chicago, Illinois
 The Great Scenic Painting Studios



READY FROM PRESS
1917 Spring Catalog
 Brimful of New and Novel Decorations
 Yours for request on a postal
J. HARTWIG CO. 26-28-30-32 Pellington Place, BROOKLYN, N. Y.
 Showroom: 24-26 W. 30th Street, NEW YORK

St. Louis Men Doing Things

THE monthly meeting and banquet of the St. Louis Display Men's Association was held at the Planters Hotel, St. Louis, Mo., on the night of January 14th. A full attendance of the association was present and the affair proved to be one of the most enthusiastic ever conducted by the St. Louis men.

Mr. Hatfield, of the St. Louis Convention Bureau, was the principal speaker of the evening and his talk was a great success, and at the close of it Mr. Hatfield was given a rising vote of thanks.

After the feature talk practical demonstrations in displaying and draping took place and as usual proved of great interest and educational value. Then followed brief remarks by all present, each offering his suggestion for the betterment of the association, and offering suggestions for the big convention next August. Following the remarks of the various members, the monthly feature of the association held the interest of the members—that of open debating on propositions of importance to all display men.

Before the meeting was brought to a close, plans for the next meeting were made and it is planned to have the next one outshine the splendid showing of January 14th. At the next meeting the election of officers will take place.

The St. Louis association is surely made up of "live wires" and it is safe to predict that the greatest convention of all will take place in St. Louis, Mo., next August.

Twin City Club Elects

THE Twin City Display Men's Club enjoyed a banquet and entertainment on January 8th in the Odin Club rooms at Minneapolis. Following the banquet the election of officers for 1917 took place and E. S. Young was chosen to lead the organization during the year. C. J. Larsen was named vice-president, J. S. Wensole, secretary; A. Anderson, treasurer. The men elected to the publicity committee include C. J. Larson, B. J. Millward, R. B. Meyers and A. W. Lindblom. The membership committee will be made up by C. E. Thieme, W. H. Hinks and O. B. Arntzen. A. W. Lindblom, H. M. Reinhardt, B. J. Millward and A. W. Wellner will make up the entertainment committee.

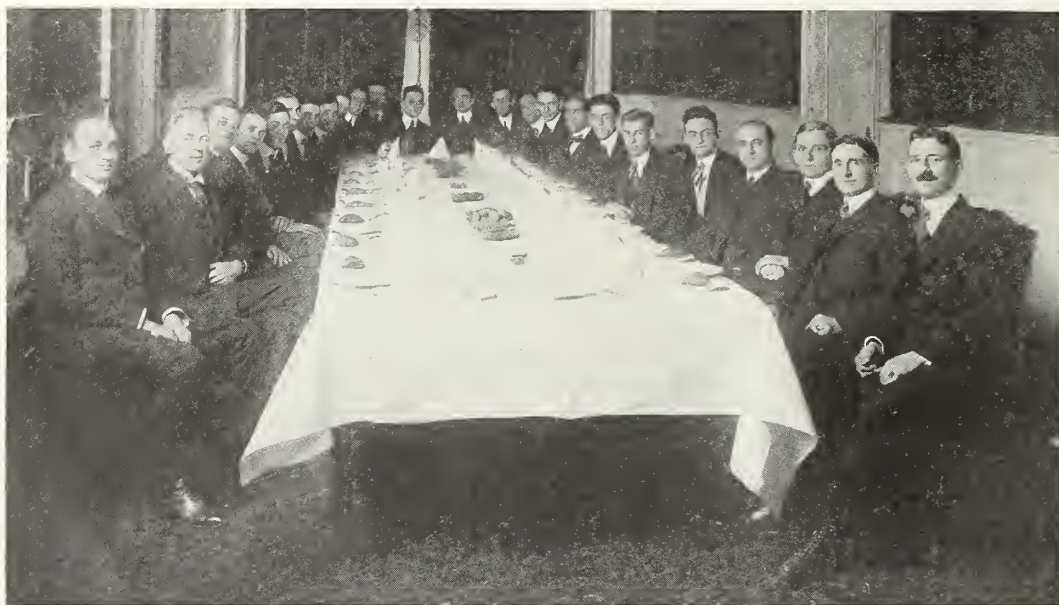
The Twin City organization is one of the finest associations connected with the display profession and is composed of men high in the decorating world who are in every way the word implies, "live wires."

✂ ✂

Another New Local

DISPLAY men of Reading, Pa., have perfected an organization and are affiliated with the International Association of Display Men.

Some very interesting meetings have already been planned and the association has the support of the Chamber of Commerce in the way of lending speakers for their meetings, the secretary of that body being the first to address them. Mr. Bullmer of Philadelphia is also slated for an address. On February 15th they will give a big dance at the Masonic



ST. LOUIS DISPLAY MEN'S BANQUET, HELD JANUARY 14.

Names from left to right: E. R. Dean, J. T. Evans, George Fehl, Alfred Beyer, Joseph Chadwick, Joseph Meyer, Robert Flynn, C. E. Gillinwater, W. L. Blanton, P. C. Baker, Irvin T. Vierheller, W. E. Zemitzsch, president; C. A. Vosberg, B. A. Rainwater, Al. Kuntz, Geo. W. Foster, A. R. Manee, Cecil Crunditon, A. A. Hansen, J. K. Ahern, C. L. Dann, F. W. Klostermeyer, B. J. Bernning, W. G. Harkins.



You
Can't Do
Good
Work with
Poor Tools
Paasche Air Brushes
Best Obtainable
All Leading Show Card
Writers—Display Men
Use Them
Made in All Sizes for
All Kinds of Work
Permits Use of Colors
(all kinds)
USE CUP OR BOTTLE.

One of
Our Many
Popular
Models

EVERY
BUSINESS MAN
WILL TELL YOU

Special Sales That Are Successful Depend on
ATTRACTIVE DISPLAY MATTER

PAASCHE Famous 3-in-1 AIR BRUSHES

Make It Possible for You to Produce Best Results
Due to Their Wide Range, Speed, Durability, Efficiency

SEND US YOUR
ORDER TODAY

Paasche Air Brush Co.

7 So. Clinton St.
CHICAGO

Artificial Flowers

Nature's Rival



No. 1013—Beautiful
Wistaria spray, 5 ft.
long, just loaded down
with foliage and blos-
soms, latter from 8 to
18 in. long, in Pink,
Yellow, Lavender.

PER DOZ.
\$39.00

No. 1014 vines to match

12 leaves, 4 blossoms,
1 yd. long.

PER DOZ.
\$5.00

WM. BUHRIG CO.

E. C. DIETZ, Owner

219 E. 34th St., New York

With This Complete Outfit, Ready for Immediate Use, You Can Clean and Retouch Your Own Wax Figures

Producing the same clear (Oil) finish to your wax
figures as they had when they were first purchased.

Without Restrictions—We positively guarantee this
outfit to do satisfactory work or we will refund the
money.

Formula of All Materials Is Included with the Outfit.

Now used by thousands of the leading stores every-
where.

OIL FINISH OUTFIT No. 5

Consists of the fol-
lowing:

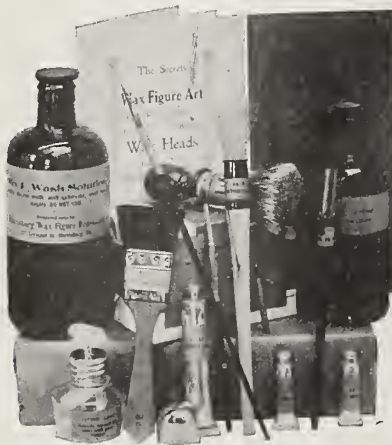
Enough materials
ready prepared to
clean and retouch 100
full wax figures.

Complete equip-
ment of tools required
for the work.

Instruction book
carefully explaining
how to clean and re-
touch wax figures,
also repair all broken
and damaged parts.

Complete formula
of all materials used
in the outfit is in-
cluded. This will en-
able you to replenish
the materials as they
become exhausted.

PRICE OF COMPLETE
OUTFIT INCLUD-
ING FORMULA... **\$5.00**



Formula of solution to clean enamel forms included with above outfit.

Harrisburg Wax Figure Renovating Co.

Catalog free.

335 Crescent St., Harrisburg, Penna., U. S. A.

"The Biggest Value in Instruction Books I Have Seen for a Long Time"

That is what a publisher of a trade paper for
showcard and sign people says. The book is written by
A. E. Hurst and C. J. Nowak, two of the best known show
card authorities of America. In 34 lessons the book covers
every phase of the subject of showcard writing for retail stores.
Specially valuable, because it contains all the latest ideas. Of help
to both the beginner and the man who wants to be up-to-the-minute.

Ask for *The Haberdasher's Showcard Writing System.*

PRICE **\$1.00** PREPAID

The Merchants Record Co. 431 South Dearborn Street
CHICAGO, ILLINOIS



94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases

Temple and the boys are all planning on giving their patrons their money's worth. Mr. C. G. Hess is President, and Mr. Harry L. Kramer is Secretary, with a live bunch to support them. One set of stereopticon slides from the International Association has already been sent to them and these display men have shown that they are alive to the opportunities within their reach.

✕ ✕

Slides Shown at Omaha

ON January 4th the Display Men's Association of Greater Omaha, Nebraska, held a most successful meeting and banquet at the Hotel Henshaw, Omaha, Neb. There were twenty-seven members present and the gathering was rated the greatest of all.

After the banquet, E. J. Berg, president of the International Association of Display Men presided and called on several members present to say a few words regarding display work, the association or some kindred subject. The men called upon were very interesting and voiced their enthusiasm in no uncertain manner. Following these talks President Berg presented, with the aid of the stereopticon the first set of slides as made by I. A. D. M. Educational Committee. There were one hundred and fifty slides in number and Mr. Berg gave a very complete descriptive interpretation of each slide.

In writing of the success of this particular feature, William M. Sheppard, secretary of the Greater Omaha Association, has this to say:

"Every member present was deeply impressed. Great benefit resulted to all of us from the slides and the President's talk. If the sentiment voiced at this meeting is any criterion the Educational Committee of the International Association of Display Men should be overwhelmed with congratulations."

✕ ✕

Big Contest Planned

FOR the purpose of stimulating local interest in what is now recognized as one of the most powerful sales factors at the disposal of merchants, a big contest is to be conducted by the Shreveport Association of Display Men of Shreveport, La. There will be five major awards, the winners of which will be given I. C. S. scholarships.

In order to conduct the contest on as fair and equitable basis as possible, the stores of the city have been grouped into five classes, as follows:

A—Department stores, dry goods, millinery, and ladies' shops.

B—Clothing, men's furnishings, hat, shoe and tailor shops.

C—Drug, stationery, book, music, art, jewelry, china, cigar, and confectionery stores, photographers' studios.

D—Hardware, carriage and harness, sporting

goods, leather goods, automobile, furniture, wallpaper and paint stores, electrical and plumbing shops.

E—Grocery and provision stores, bakeries, meat markets, florists' shops.

A complete I. C. S. scholarship will be awarded to the winner in each of these five classes. The successful contestant will be given his choice of a scholarship in advertising salesmanship, window trimming or show-card writing.

The date on which the contest will officially open has not as yet been definitely decided upon.

✕ ✕

Grand Rapids Men Meet

THE Grand Rapids Association of Display Men, affiliated with the I. A. D. M. held a very interesting meeting Friday evening, January 12th, when over one hundred and fifty stereopticon slides were shown. These are the slides prepared by the Educational Committee of the I. A. D. M.

T. Guy Duey, display manager for the Wurzburg Dry Goods Company, Grand Rapids, Michigan, gave a descriptive talk for each slide, and with his comments of appreciation and criticism a very interesting and instructive evening was enjoyed by all present. Another big meeting is planned for February at which meeting the election of officers will take place.

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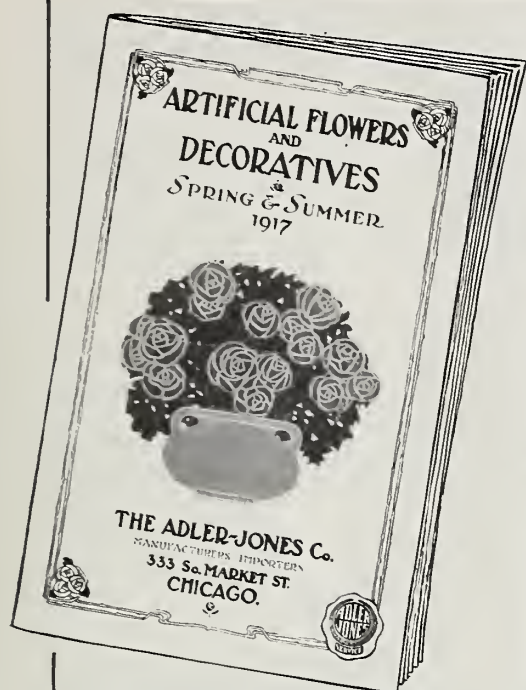
Twin Ports Men Banquet

THE third annual banquet and social gathering of the Twin Ports Display Men's Association was held in the St. Louis hotel, Duluth, the night of January 18th. This association is composed of the display men of the cities of Duluth, Minn., and Superior, Wisconsin.

The private dining room in which the affair was held was artistically decorated with pink roses. A large Kewpie doll, dressed with one of the new Twentieth century drapes, proved of unusual interest and made a big hit. Several instructive talks on modern display subjects and problems by well known authorities in that vicinity were well received.

The display men's association is exercising a big influence in the work there and it is the desire of the backers to get every display man at the Head of the Lakes to join it. Nearly all of the window decorators and display advertisers of the larger stores in Duluth and Superior are included in the organization, while men from the smaller stores and those from stores in the cities and villages in the surrounding territory are also included. Several out-of-town representatives were present last night.

The next meeting of the association will be held at the Commercial club on Thursday evening, Feb. 22. Several interesting demonstrations and the annual election of officers are scheduled for this meeting and a large attendance is looked for.



Get This Big Book FREE

The Guide to Better Window Displays

Send now for this book—just off the press. Shows latest styles and hundreds of new designs in decorations of all kinds. Beautifully illustrated in colors—*quoting lowest prices ever offered*. Most complete book of its kind published. Your chance to dress up your windows in a way to make them pull. See the secret of the country's prize displays. Just your request on postal or letter-head brings it to you *free*. Also full particulars of

The Adler-Jones Service

The original and only bureau devoted to the betterment of merchandise display. Personally conducted by our Mr. Harry T. Jones, recognized displayman, who for over 20 years has been managing State street displays. He'll help you out of any difficulty. His advice, suggestions and help are at your disposal free. Don't hesitate to write and let him show you how to make your windows "attract." Put your problems up to him. No obligation or cost whatever.



Beautifully Illustrated in Colors

Send Now!

Whether you want help or not, don't fail to get your copy of this big book. It's yours for the asking. No cost. No obligation. See the latest ideas in artificial flowers and decoratives—vines, baskets, ferns, cut outs, backgrounds, Papier Mache novelties, marbled floorings, etc., etc. A vast collection at rock bottom prices. See for yourself. Get this book now. A postal brings it. Write.

The Adler-Jones Co., Dept. A 333 Market Street CHICAGO

WELCOME AS THE FLOWERS IN SPRING



SOUTHERN WILD SMILAX

Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh. It does not drop its leaves, is light for shipment, elegant and cheap, packed in six different sizes containing sufficient smilax to cover from one hundred to six hundred square feet of wall space.

Case No. 1.....	\$1.00	Case No. 4.....	\$3.50
Case No. 2.....	2.00	Case No. 5.....	4.00
Case No. 3.....	3.00	Case No. 6.....	4.50

That's what merchants and display men of America say about Caldwell's natural greens gathered in the woods and shipped fresh, soft and luxurious.

My natural evergreens used as your window decoration will double the attractiveness of your merchandise over what can be accomplished with the artificial kind of stuff.

Here are a few of my evergreens. Please note that I quote the same old prices. The Almighty has not raised price of production "on account of the war."

MAGNOLIA FOLIAGE

The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the South. Branches are fine for decorating windows or interiors; also a great seller. Packed in same size cases as Southern Smilax. Same prices.

LONG NEEDLE PINES

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$ 6.00
3 feet high.....	.12½	1.25	9.00
4 feet high.....	.15	1.50	11.00
Assorted sizes, 2 to 4 feet.....		1.25	8.00
Extra large sizes, 5 to 6 feet, \$0.50 each.			

CHAMAEROP PALM CROWNS.

Fine for window decoration; also good sellers for home and church decoration. Placed in a vase of water they cannot be told from a natural plant.

	Each	Dozen	Hundred
3 feet	\$0.15	\$1.50	\$11.00
4 feet20	2.25	15.00
5 feet25	3.00	20.00
6 feet30	3.50	25.00
Assorted sizes		3.00	20.00
Extra large, 7 to 10 feet, 50c and \$1.00 each.			

SABAL PALM LEAVES

Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customers this season? Dozen, 25c; hundred, \$2.50. Special rates per thousand.

CALDWELL The Woodsman Company **EVERGREEN, ALABAMA**

For Our Advertisers

About Cleaning Wax Figures

With wax figures playing such an important part in the majority of window displays, the importance of keeping them clean and presentable should not be overlooked. Many display managers look after this work themselves, yet hundreds of concerns are compelled to either ship the wax forms away or engage wax figure experts to clean and retint them in their own store rather than risk damage to the wax figures in shipping. The live display manager of today will assist his firm to eliminate an expense item wherever it is possible, thus increasing his own value to his employers, and at the same time acquiring knowledge which may yield him extra money on the side.

The art of cleaning and retouching wax figures and also of making repairs is not as difficult as it may appear to the average display manager. A trial will readily demonstrate the fact that the work is simple and interesting.

With specially prepared outfits now on the market, complete with tools, materials, instructions and formulae, many display managers or concerns using wax figures will find it profitable to do this work themselves. One of the oldest concerns to market these renovating outfits is the Harrisburg Wax Figure Renovating Co., Harrisburg, Pa. This concern has placed thousands of these outfits in the largest stores in all parts of the country. The outfit is guaranteed by the concern and the price is remarkably low. Their advertisement appears elsewhere in this number.

✕ ✕

Shack Flower Company Expands

It will be interesting to our many readers to learn that the Shack Artificial Flower Co., located at 1739-41 Milwaukee avenue, Chicago, now occupy the entire building of three floors and basement, which amounts to over 20,000 square feet of floor space. Another new feature worthy of comment is the educational department and library. On the first floor in the advertising department, where all the Schack Publications are compiled is the Displayman's Library. Here

may be found many art books of all kinds and suggestions which the display man may look over and get ideas for his decorative schemes. The Schack Studio is a wonderful place this year and holds many decorative surprises for its visitors.

Two new books have just been published by this concern namely, "Schack's New Spring Flower Book" and "Schack's Book of Suggestions for the Displayman." These are wonderful books and should be in your library. Over 1,100 illustrations of decorations and decorative ideas are shown in these two books which will be sent you free for the asking. Tell them that you read about these two books in this issue of the MERCHANTS RECORD AND SHOW WINDOW and they will send both books without any charge whatever.

✕ ✕

Swift's Catalog Now Ready

The big, new catalog of scenic paintings issued by the Swift Studios, 466-468 East Thirty-first street, Chicago, is now ready for mailing and will be sent free to any one making the request. It is filled with beautiful illustrations of scenics for Easter displays and the designs vary from the simple to the most elaborate subjects, with prices ranging from twenty to fifty cents a square foot. Owing to the great rush in getting out this new book in order to place it in the hands of display men in time for the Easter displays, it was impossible to include illustrations and prices of show window accessories, such as papier-mache decorations, built back-grounds and window ornaments, but these will be included in the Fall catalog. This catalog will be welcomed by every display man.

✕ ✕

Window Display Lecture

This is the time of the semi-annual furniture conventions. The largest gatherings of dealers are to be found at the conventions held in Chicago and Grand Rapids, Michigan, in January and July of each year.

On January 17th the dealers in convention at Grand Rapids, Michigan, were privileged to listen to an illustrated talk on window displays by George J. Cowan, president of the Koester School. Mr. Cowan devoted his talk exclusively to the subject of furniture display and the construction and lighting of furniture store windows.



Plate No. 4302. Millinery Display by H. H. Tarrasch for F. & R. Lazarus Co., Columbus, Ohio.

This very neat and attractive display was placed for the spring millinery opening. The background was of composition board covered with black plush velour. The floor was ivory as were the table, chair and display stands.

The leaves were ivory colored while the flowers were white. The merchandise shown was in light tints making a very pretty effect against the dark background. The open shades were multi-colored and of imported material.

Attention! Display Managers

No. 1, \$7.00

Do you know that all attractive POSTER BACKGROUNDS in Chicago are made with **Practical Air Brushes**

Be sure and see that there is a **Practical Air Brush** in your window display and cardwriting departments if you want to have Attractive Display Advertising.



Patent Applied for

Send for circulars and special circular for winter stencils.

ECONOMY MFG. CO. (Not Inc.)

4755-57 London Avenue

CHICAGO, ILL.



Creators of the Newest Ideas in Valances and Panels

Austrian Drape Shades a Specialty

Write today for our catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO

Make Your Grocery Windows Sell More Goods

THE GROCER'S WINDOW BOOK

By Ed. H. Philippi

FOR years there has been a crying need among grocers for a book on window trimming, but until the Grocer's Window Book was compiled nothing of the kind had ever been published exclusively for grocers.

The Grocer's Window Book

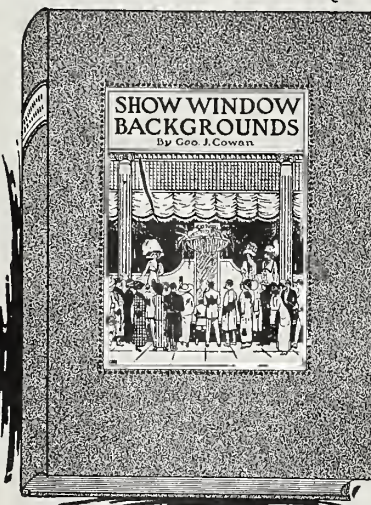
is a 192 page book consisting of over 130 practical and workable window trimming sketches and descriptions covering all seasons of the year, as well as a section devoted to photographs of many grocery window displays used by successful merchants.

The subjects of store fronts, keeping frost off the windows, window lighting and several other kindred topics are also touched upon in the attractive book.

on any address upon receipt of \$1.00

Merchants Record & Show Window

431 South Dearborn Street, Chicago, Illinois



New Window Trimming Book

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The following is partial list of contents.

- | | |
|----------------------------------|---------------------------|
| 2 New Year's Windows. | 2 Horse Show Windows. |
| 3 White Goods Windows. | 16 Fall Opening Windows. |
| 1 Lincoln's Birthday Window. | 2 Carnival Windows. |
| 4 St. Valentine's Day Windows. | 3 Halloween Windows. |
| 2 Washington's Birthday Windows. | 5 Thanksgiving Windows. |
| 2 St. Patrick's Day Windows. | 14 Christmas Windows. |
| 8 Spring Opening Windows. | 16 Period Decorations. |
| 12 Easter Windows. | 10 Sale Windows. |
| 6 Decoration Day Windows. | 2 Bas Relief Backgrounds. |
| 5 Fourth of July Windows. | 2 Stencil Backgrounds. |
| 7 Summer Windows. | |

and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

This book is 7x10 inches in size, strongly bound in deluxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50. Send your order in today to

Book Dept. **Merchants Record and Show Window**
431 So. Dearborn Street, Chicago

The Art of Decorating Show Windows and Interiors

is full of just the practical plans and ideas that Merchants and Decorators want when getting up Decorations for any season or occasion. A Big cloth bound book—over 600 illustrations.

Sent Anywhere on Receipt of \$3.50
All Charges Prepaid

The Merchants Record Co., Publishers
431 So. Dearborn Street, Chicago

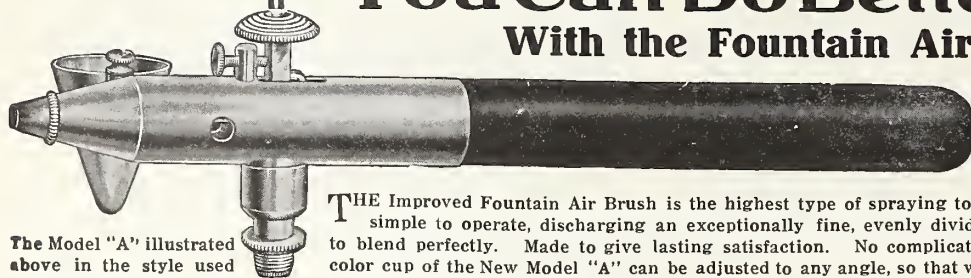
Adjustable Reflector for Show Windows

Especially designed for use with The Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



You Can Do Better Work With the Fountain Air Brush



The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

LEARN TO PAINT SIGNS and SHOW CARDS



THERE'S
MONEY
IN IT

No other profession offers such good returns. You begin to make money after the first few lessons. Cards, Signs and Bulletins are used everywhere. Everybody will buy and the profits are large. You can get into business for yourself or

**Earn \$18.00 to \$45.00
A Week**

No matter what kind of work you are doing, you can learn this work during your spare time. Lessons are easy and work is very interesting.

Write now for complete information.

A post card will do.

Detroit School of Lettering

1802 D. S. of L. Bldg., DETROIT, MICH., U. S. A.

Novelty Papers for Spring and Easter Displays

In Rolls and Sheets

D & S BACKGROUNDS ATTRACT

Pedestals, Flower Boxes,
Changeable Insert Screens,
Borders, Roping, Flowers,
Etc.

Send for Samples. Dept. M

**Doty & Scrimgeour Sales
Co. Inc.**

74 Duane Street NEW YORK

THE MERCHANT

who wants to make his advertising more effective should read The Advertising World—a magazine of great help to the retail advertiser. \$1 the year—and will pay for itself. A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD

Dept. M. R., COLUMBUS, OHIO

USE OUR "RELIABLE SECONDS" IN SHOWCARD BOARDS

(WHITE AND COLORED)

AND SAVE MONEY

Samples and prices cheerfully furnished upon application

DOUGLAS WRAY PAPER CO.

INCORPORATED

Largest Exclusive Dealers in
Reliable Seconds in Cardboards

PRINTERS BUILDING

CHICAGO

Wants, For Sale, Etc.

All Notices under this Department. \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED—Display man and card writer desires position. Experienced in men's wear. Best references. Prefer city of 50,000 or larger. Address Box 290, care Merchants' Record and Show Window.

POSITION WANTED—By competent window trimmer and card writer. Desire immediate change. Dept. store experience. Prefer Northern Indiana, or close in Central States. Good references. Box 294, care Merchants Record and Show Window.

WANTED—Experienced combination man who can trim good windows, write neat cards, and can get up good strong, convincing advertising for dry and ready to wear store. Exceptional opportunity for an A-1 progressive man who can show results. State age, experience, if married, salary expected to start with, reference and be prepared to furnish samples of work. Box 293, care Merchants Record and Show Window.

WANTED—Live salesmen to sell line of valances, panels and drape shades, direct from manufacturers, to be handled as side line. Fixture salesman preferred. State territory. Box 292, care Merchants Record and Show Window.

FOR SALE—We have for sale at a low price two papier mache Egyptian Sphinx for window decorating, they are in good condition, were used once. Original cost \$4.50. Mandel and Schwarzman, Bloomington, Ill.

AN OPORTUNTU SELDOM OFFERED—The stock fixtures, and building of a department store established for past 15 years, good reason for selling. Located in the City of Baltimore, on prominent business street. Box 295, care Merchants Record and Show Window.

FOR WINDOWS AND BACKGROUNDS

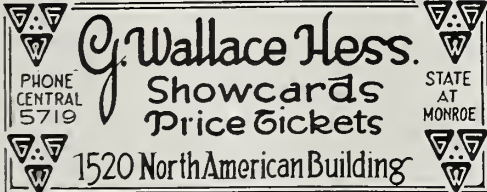
Use Silk Plushes, Velours. Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

CHICAGO



G. Wallace Hess.
Showcards
Price Tickets
1520 North American Building

CHICAGO

If you want your

Wax Figures

Repaired or Refinished

Choose JULIUS BLUMENTHAL.
1548 Wells Street :: Chicago, Illinois

It gives you that satisfied feeling that money is well spent
Also Restrung Display Dolls.

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Publications of THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription \$2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, \$3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of \$3.50.

money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of \$2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of \$2.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays illustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Any one who will follow the directions can put in

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of \$1.50.

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year...	\$5.00
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year.....	4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year	4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add \$1.00 to "Special Combination" prices where \$3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

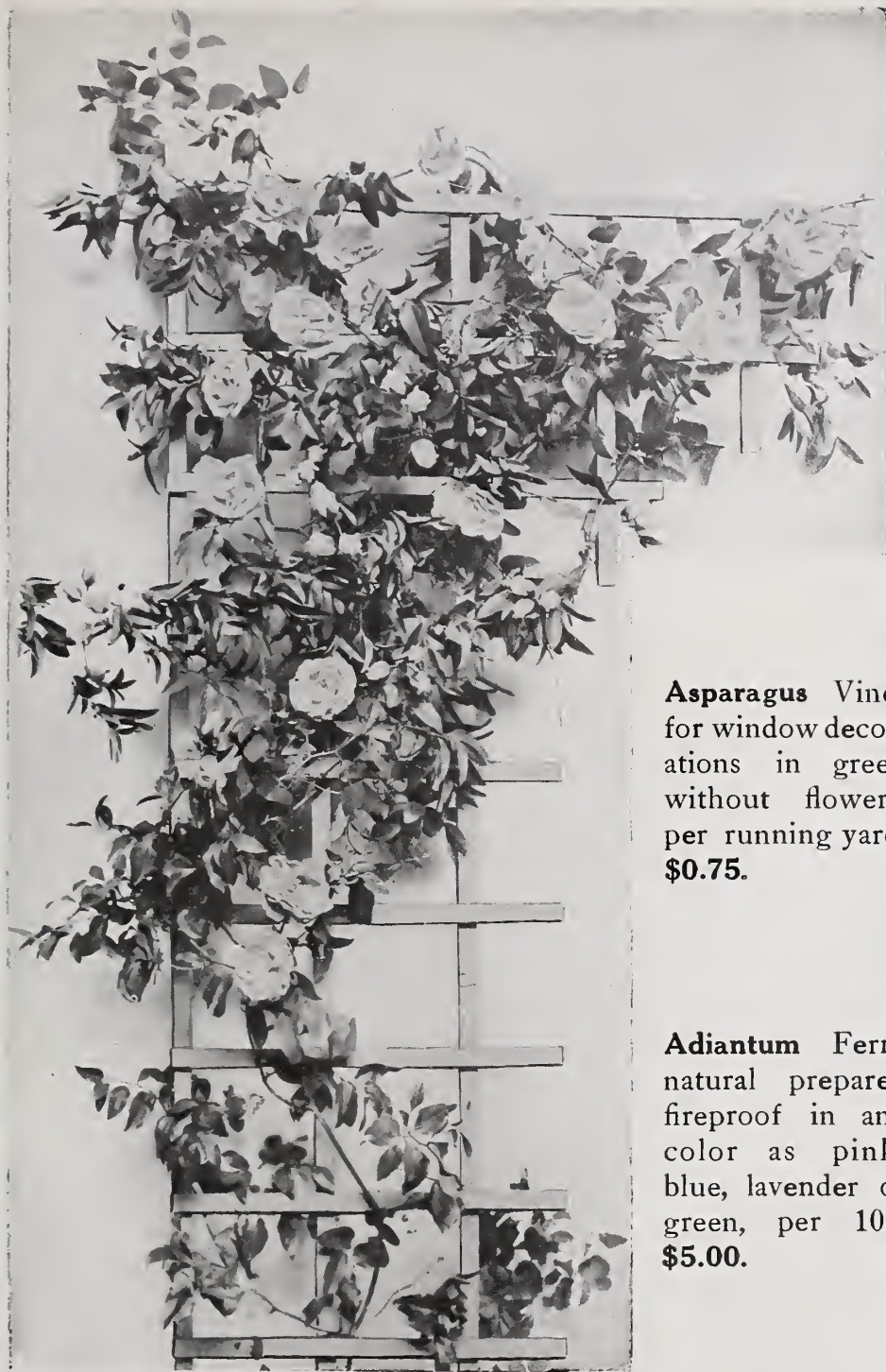
"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.

"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.

"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

"100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

Above named portfolios are printed upon high-grade half-tone paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription or renewal to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of \$2.00.



Asparagus Vines
for window decorations in green
without flowers,
per running yard,
\$0.75.

Adiantum Ferns
natural prepared
fireproof in any
color as pink,
blue, lavender or
green, per 100,
\$5.00.



Rambler Vines

4271 Lattice work 54x36 inches decorated with natural prepared
fireproof smilax in any color with roses to match, each **\$3.50.**

Decorated with foxtails and smilax, each, **\$5.00.**

The above can be had in pink, yellow, blue or green.

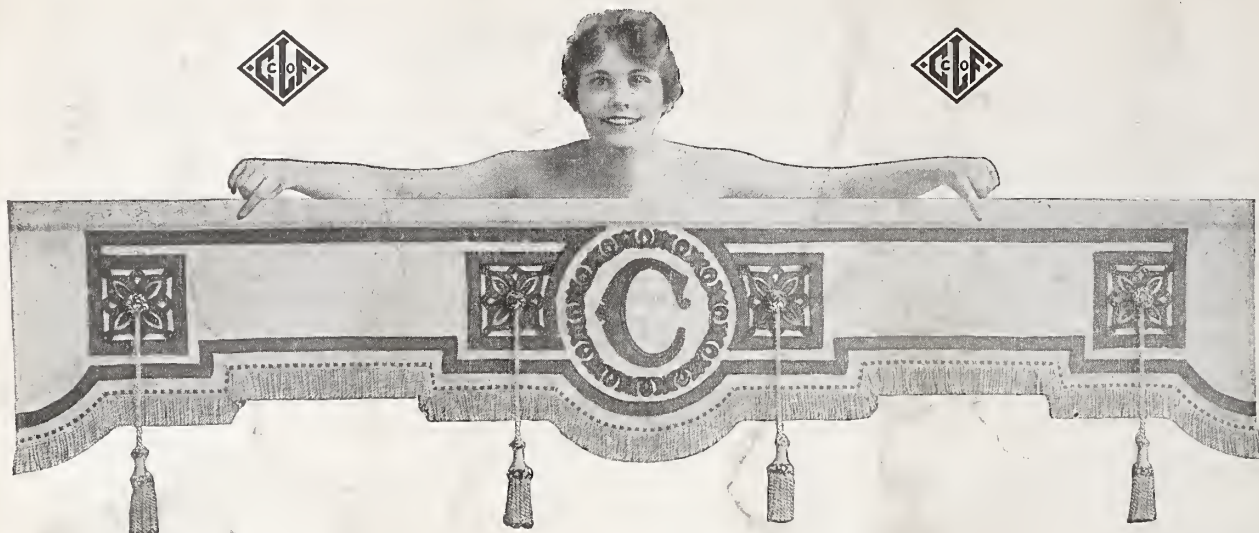
Natural prepared transparent Florida smilax fireproof in 2 yard lengths 24 inches gradu-
ating to a point, in any color as pink, lavender, purple, green, per running yard, **\$0.50.**

Write for our Spring Catalog No. 48, size 11x16. Illustrations in colors. Free for the asking.

FRANK NETSCHERT COMPANY

61 Barclay Street, New York

MANUFACTURERS AND IMPORTERS OF ARTIFICIAL AND NATURAL PREPARED PLANTS, ETC.



SHOW WINDOW VALANCES

Your show windows give the first and most important impression of your establishment. They are the keynote of your prosperity and you owe it to yourself and to your business to make them as attractive and profitable as possible.

Well designed and carefully made valances impart an air of warmth, dispel the harsh commercial aspect of the store front and elevate the tone of the whole establishment.

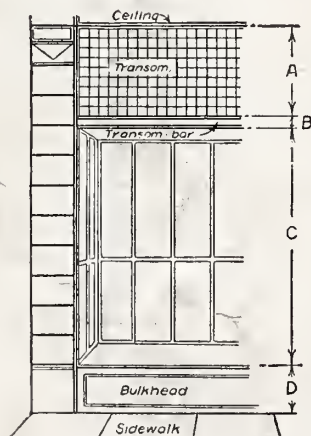
Aside from the decorative value of valances, they provide an excellent means of concealing window reflectors and are infinitely more distinctive than painted signs.

These beautiful draperies can be made in any combination of colors and fabrics and at prices you can well afford to pay.

Our Folder of Valance Designs

(In Actual Colors)

Will be mailed to you without charge or obligation if you will detach and send us the measurement blank below. A sketch or photo of your store front will help us in making intelligent recommendations for your windows.



- (a) Height of Transom Glass Ft. Ins.
 (b) Width of Transom Bar Ft. Ins.
 (c) Height of Window Glass Ft. Ins.
 (d) Height of Bulkhead Ft. Ins.

Is Ceiling of Window at Transom Bar or at Full Height of Store?

Are Window Reflectors Installed at Transom Bar or Ceiling?

If Lettering or Painted Signs are used on Window Glass, give position of same.

If you use Monogram or Trade Mark, send illustration of it.

NOTE—On separate piece of paper draw rough floor plan of your store front, showing relative position of windows and width across front glass of each.

NAME

CITY STATE

Curtis-Leger Fixture Co.

237 West Jackson Boulevard

CHICAGO

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO

*Easter
April 8th*



No. 286

Order Now

WE STRONGLY advise placing your orders for fixtures now, if you wish them in time for Easter Displays. We are prepared to take care of your needs and can make prompt shipment.

Send for Catalog and Prices.

The Norwich Nickel and Brass Co.
Norwich, Conn.

Salesrooms New York, 712 Broadway
Boston, 26 Kingston St.

Compo-Board Spring Displays



When you think of spring and Easter Displays, think of Compo-Board, they go together in the minds of thousands of display men. You can use Compo-Board, too.

Compo-Board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about Compo-Board. Send for sample and copy of this book, it's free.

Compo-Board Company

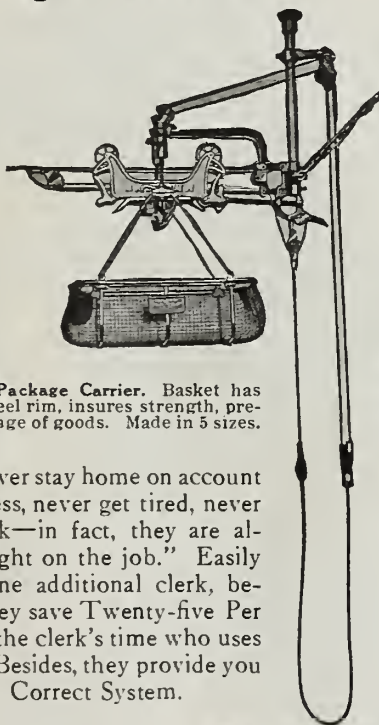
1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA

A PAGE FROM OUR BOOK OF SATISFIED USERS

We have hundreds and hundreds of such letters. This is an assurance to you that the Baldwin carriers will serve your purposes most satisfactory.

Read These Letters

Our 1917 Models
are the very latest refinements in Cash and Package Transmission.



No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

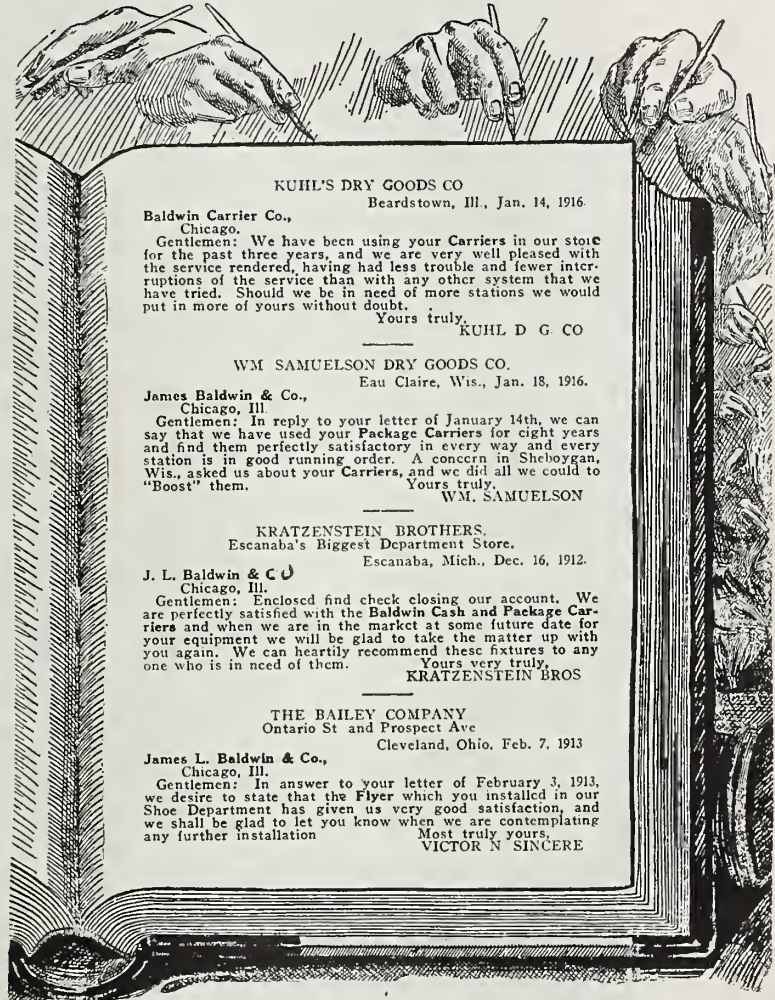
They never stay home on account of sickness, never get tired, never talk back—in fact, they are always “right on the job.” Easily worth one additional clerk, because they save Twenty-five Per Cent of the clerk’s time who uses them. Besides, they provide you with the Correct System.

Baldwin Carriers are the result of twenty-five years’ experience specializing in wire line carriers. As specialists we can serve you BETTER.

James L. Baldwin and Co.
352 W. Madison Street, Chicago



Either of These Carriers Are Real “Live Members” for Your Sales Force



KUHL'S DRY GOODS CO.
Beardstown, Ill., Jan. 14, 1916.

Baldwin Carrier Co.,
Chicago.
Gentlemen: We have been using your Carriers in our store for the past three years, and we are very well pleased with the service rendered, having had less trouble and fewer interruptions of the service than with any other system that we have tried. Should we be in need of more stations we would put in more of yours without doubt.

Yours truly,
KUHL D G CO

WM SAMUELSON DRY GOODS CO.
Eau Claire, Wis., Jan. 18, 1916.

James Baldwin & Co.,
Chicago, Ill.
Gentlemen: In reply to your letter of January 14th, we can say that we have used your Package Carriers for eight years and find them perfectly satisfactory in every way and every station is in good running order. A concern in Sheboygan, Wis., asked us about your Carriers, and we did all we could to “Boost” them.

Yours truly,
WM. SAMUELSON

KRATZENSTEIN BROTHERS,
Escanaba's Biggest Department Store.
Escanaba, Mich., Dec. 16, 1912.

J. L. Baldwin & Co.
Chicago, Ill.
Gentlemen: Enclosed find check closing our account. We are perfectly satisfied with the Baldwin Cash and Package Carriers and when we are in the market at some future date for your equipment we will be glad to take the matter up with you again. We can heartily recommend these fixtures to any one who is in need of them.

Yours very truly,
KRATZENSTEIN BROS

THE BAILEY COMPANY
Ontario St and Prospect Ave
Cleveland, Ohio, Feb. 7, 1913

James L. Baldwin & Co.,
Chicago, Ill.
Gentlemen: In answer to your letter of February 3, 1913, we desire to state that the Flyer which you installed in our Shoe Department has given us very good satisfaction, and we shall be glad to let you know when we are contemplating any further installation.

Most truly yours,
VICTOR N SINCERE

USE THIS COUPON

James L. Baldwin and Co.
352 W. Madison Street, Chicago

Please send me full information about

- ☐ Cash Carriers.
☐ Package Carriers.

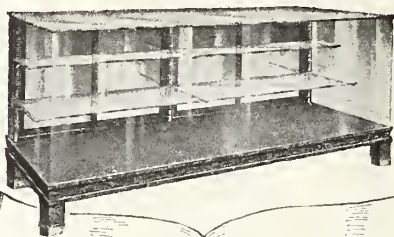
Name

Town

State

Size of Store

Pick Out Your Show Cases

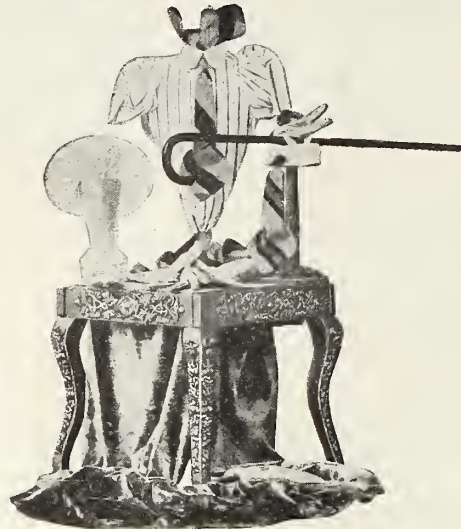


Before you buy Show Cases study the question. Get a fund of information first.

OUR complete Manual on Show Cases and Modern Store Equipment will be sent any merchant free on request. Over 282 illustrations. Instructions complete for making your own estimates. Get it. Study it.

Send now for this
**Quincy Special
Catalog 22**

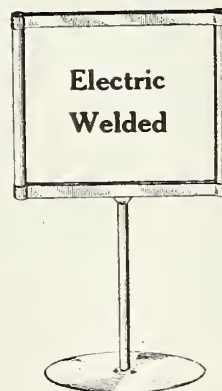
Quincy Show Case Works
Quincy, Ill.



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +
Experience, Service, Satisfaction
and
Reliability

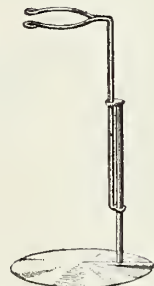
Send For a FREE New Catalogue

Polay Fixture Service Inc.
519-521 N. Halsted St. CHICAGO, ILL.



PRICE CARD STANDS

Nickel, Gun Metal or
Oxidized.
"T" Stands, Easels,
Display Racks, Etc.



**"JAXON" DOLL
STANDS**

Adjustable—6 sizes.
Lustre Finish.
Catalog No. 26
Upon Request.

J. B. Timberlake & Sons, Mfrs.
Jackson, Mich.

LEARN SHOW CARD WRITING

17 CHARTS of practical instructions for the beginner. Specimen cards beautifully designed in six colors and bronze. Specially ruled practice paper to make it all the simpler. Sent prepaid upon receipt of price. **\$1.50**

The Merchants Record Co., Chicago



Yours for quality Wax Figures

French Wax Figure Company

70 West Water Street, Milwaukee, Wis.

American Merchants Syndicate Building
153-9 East Superior Street, Chicago, Ill.

405 Chamber of Commerce, St. Paul, Minn
202 East Fourth Street, Los Angeles, Cal.

Some Display Men Say That: L. BAUMANN & COMPANY'S

Prices are 33 $\frac{1}{3}$ per cent lower
than any other Flower House

Convince yourself. Get our catalog and compare prices

The A-1 quality and work-
manship of our flowers
is the same as ever



		Dozen	Gross
306.	Ivy Vine, 18 leaves, green.....	\$1.00	\$10.00
310A.	Rose Vine, 3 nice open muslin roses, 12 leaves	2.00	20.00
310B.	Rose Vine, 3 large roses, 3 large rose buds, 12 leaves	3.50	35.00
312A.	Wild Rose Vine, 6 sateen flowers, 15 leaves..	1.80	18.00
316.	Clematis Vine, colors pink, lavender or white.	1.50	15.00
317.	Daisy Vine, with yellow or brown center.....	1.80	18.00
320.	Wistaria Vine, very fine material, colors white, pink, lavender or yellow.....	4.50	45.00
320A.	Wistaria Vine, cheaper grade, colors white, pink, lavender or yellow.....	3.00	30.00
331A.	Lilac Vine, 3 large clusters of lilacs, 12 fine leaves, colors white, pink or lavender.....	2.75	27.50
333.	Apple Blossom Vine, 12 leaves and 12 blossoms	1.35	13.50
375.	Passion Flower Vine, true to nature, colors pink and lavender	3.25	32.50
376.	Crimson Rambler Rose Vine, 18 leaves, 4 clus- ters of flowers, colors pink, white, red or tea	5.00	50.00
378.	Daisy Vine, 4 large, beautiful sateen flowers, 15 muslin leaves, with yellow or brown cen- ters	2.50	25.00
379.	Giant Morning Glory Vine, 4 large flowers....	3.25	32.50
380.	Nasturtium Vine, 4 high grade velvet flowers, 12 leaves	3.50	35.00
5006.	Chrysanthemum Vine of 3 large beautiful Chrysanthemums	3.00	30.00
5008.	Pond Lily Vine of fine pond lilies and leaves Each, \$0.55	5.50	55.00
		Each	Dozen
5214.	Crimson Rambler Rose Garland, 42 inches long, made of the best material, in white, pink, tea or red.....	\$0.60	\$ 6.00
941.	Rose Garland, festoon 42 inches long, roses any color50	5.00

		Dozen	Gross
311.	Smilax, best grade	\$1.25	\$12.50
311A.	Smilax, cheaper grade90	9.00
311B.	Smilax, cheaper grade65	6.50
		Each	Dozen
940.	Daisy Spray, yellow or brown center in flowers	\$0.50	\$ 5.00
6006.	Daisy Spray, 24 inches high, finest sateen flower40	4.00
		Dozen	
5217.	Apple Blossom Spray, unequaled in beauty, 24 inches high	\$ 5.00	
348.	Apple Blossom Spray, 24 inches high, very natural muslin flowers	2.50	
		Dozen	
6193.	Lily Spray, with two flowers, one bud and foliage..	\$ 1.90	
6191.	Lily Spray Muslin, on an 18-inch stem with 2 leaves	.60	
		Each	
5212.	Lily Stalk, 36 inches high, of 3 large beautiful veined lilies and buds	\$ 1.00	
		Dozen	
330.	Lily Vines, made of 3 very fine sateen lilies, 3 buds and 15 leaves	\$ 3.00	

		Dozen	
330A.	Lily Vine of 4 lilies of sateen, 12 fine leaves.....	2.75	
6197.	Spray of three Tulips with Grass. Comes in pink, yellow, lavender and white.....	\$ 1.60	
1222.	Daffodil. A spray of 3 natural flowers with grass...	1.45	
		Each	Dozen
1636.	Almond Blossom Spray, 42 inches long, very effective	\$1.25	\$12.50
944.	Almond Blossom Spray, true to nature.....	.60	6.00
1714.	New beautiful Almond Blossom Sprays.....	1.75	17.50
2300.	Lilac Sprays with 3 large beautiful Sprays of Lilac with fine leaves75	7.50
		Dozen	
171.	Lilac Sprays, colors pink, white, lavender.....	\$ 2.50	
6153.	American Beauty Rose Spray, a beautiful flower with six leaves on a 30-inch stem; flower is double petaled, true to nature. One of the most exceptional values we have ever offered. Besides the regular Beauty shades, we have it in pink, yellow and white.....	2.25	

For Spring and Summer, 1917, we issue two catalogues, one in Colors and one in Black and White.
If you have not already received same, write for it at once.

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-59 West Chicago Avenue
CHICAGO, ILL.



DOUBLE SHOE STANDARD, adjustable to any angle. Six inch base, 12 or 24 inch standard.



CARD HOLDER for 7 x 11 cards. Frame tilted to an easy-to-read angle.



SHIRT DISPLAYER, 7 inch base, standard adjustable from 12 to 20 or 18 to 20 inch. Top 12 by 12.

Hugh Lyons Fixtures

Make Buyers Out of Passersby



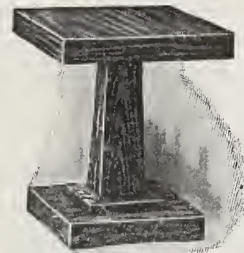
PEDESTAL designed for light and dainty effects. 12, 18, and 24 inches in height. 9 inch base, 8 inch top.

Attention Getting is the first step in any sale. Every transaction is built on this foundation.

For a quarter of a century **Hugh Lyons fixtures** have played a most important part in the business of Attention Getting.

All our experience, creative powers, art and proficiency in manufacturing are focused upon assisting merchants and display men to *make buyers out of passersby*.

Your endeavors to increase the forcefulness of exterior and interior displays will be furthered by our catalogs and the Lyons magazine, "Complete Display." At your request we shall be glad to send these trade-building helps.



WOOD PEDESTAL, 12, 18, 24, 30, and 36 inches in height, with tops and bases in proportion. Any finish.

Hugh Lyons & Company

1000 E. South St., Lansing, Mich.

New York Salesroom
35 W. 32nd St.

Chicago Salesroom
234 S. Franklin St.



WINDOW TABLES, handsomely finished in French gray, gold, old metal, oak, or mahogany. Supplied with or without legs in different sizes.

Long Needle Pines



Southern Wild Smilax

FOR YOUR EASTER DISPLAYS

YOU can in no other way get such attractive, effective and seasonable displays and so inexpensively as you can by the use of my selected Palm Leaves, Smilax, Magnolia and other decorative evergreens. I am ready, as I have been ever since 1886, to furnish any of the evergreen decorations listed below, and guarantee them to be *right* and satisfactory in every particular.



Wild Smilax



Palm Leaves



Chamaerops Palm Crown

SOUTHERN WILD SMILAX—Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh.

Case No. 1.....	\$1.00
No. 2.....	2.00
No. 3.....	3.00
No. 4.....	3.50
No. 5.....	4.00
No. 6.....	4.50

MAGNOLIA FOLIAGE—The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the south. Branches are fine for decorating windows or interiors; also a great seller and can be handled a great deal without marring or bruising. Packed in same size cases as Southern Smilax and same prices.

SOUTHERN GREY MOSS—Mighty attractive for festoons in the store and for the floor of show window. 25-lb. sack, \$3.00.

CHAMAEROPS PALM CROWNS—Fine for window decorations; also good sellers for home and church decoration. Placed in a vase of water they cannot be told from a natural plant. Our little booklet, "Some Things You Ought to Know," tells you how to handle them.

	Each	Doz.	Hundred
3 feet.....	\$0.15	\$1.50	\$11.00
4 feet.....	.20	2.25	15.00
5 feet.....	.25	3.00	20.00
6 feet.....	.30	3.50	25.00
Assorted sizes.....		3.00	20.00
Extra large sizes, 7 to 10 feet. 50c and \$1.00 each.			

LONG NEEDLE PINES—Beautiful as a Palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "green" for profit try them. Stand lots of handling; don't wilt, fade or show wear easily, and are generally safe to experiment with, for they will sell.

	Each	Doz.	Hundred
2 feet high.....	\$0.10	\$2.50	\$ 6.00
3 feet high.....	.12½	1.25	9.00
4 feet high.....	.15	1.50	11.00
Assorted sizes 2 to 4 feet.....		1.25	8.00
Extra large sizes, 5 to 6 feet, \$0.50 each.			

SABAL PALM LEAVES—Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customer this Easter season? How would a great big palm leaf do? Dozen, 25c; hundred, \$2.50. Special rates per thousand.

CALDWELL, The Woodsman Co. Evergreen, Ala.



37 Years Making Display Fixtures

YOU SHOULD SEND FOR THIS CATALOG

Treat Your Show Windows Good

Show Window Plateaus and Dividers

PLATEAUS For the show window as a good center piece to feature some special line, a plateau with a few yards of velvet goes a long way to get a good effect for the window generally, besides creating a sale on the article it features. We have 10 distinct patterns in oblong, square and ovals in about 20 different sizes and ranging in price from..... **\$100 UP**

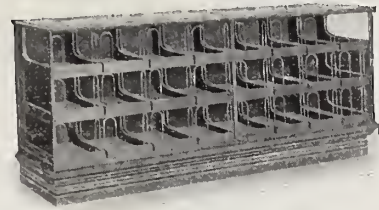


These Will Help Any Show Window



DIVIDERS By using one or two dividers in your window, you at once divide your window space into departments, separating the different lines, and by separating them, you individualize each line, making a prettier window and aboveall, increasing the selling point of the merchandise. Over 25 different designs in as many different sizes, **\$350 UP** ranging in price from.....

THE OSCAR ONKEN CO., 3712 4TH ST., CINCINNATI



The Power of Suggestion

To artfully show your wares, creating the desire of possession in the mind of the buyer, is one of the most effective methods of selling.

Illinois Show Cases will help you wonderfully along this line. They are of high-grade quality and artistic appearance, and when tastefully trimmed with your attractive merchandise make a powerful sales-producing suggestion.

Start right by securing our catalogue of Illinois Cases.

There is a case for every requirement.

Illinois Show Case Works

1729-37 North Ashland Ave., CHICAGO



NA-DE-CO

VALANCES, PANELS
And DRAPE SHADES

With the approach of Spring the freshening of your windows is of prime necessity.

Write today for complete catalogue and price list of NA-DE-CO Products and let us estimate on your requirements.

National Decorative Co., Inc.

Manufacturers and Designers of Valances, Panels and Drapery Shades, and Selling Agents for Peerless Silk Plushes and Velours

CAMDEN, :: :: :: NEW JERSEY

When you think fixtures, think

Great Western

Fixtures, Forms
Wax Figures



They're all the same. That touch of high class workmanship predominates in all Great Western products. The finish of all metal pieces is made to wear, and it does wear. Papier mache forms either with jersey or our flesh colored enamel are equal to the best made.

Our Wax Figures, second to none. But claims are easily made, we have just what you want for your Spring Display, and we'll ship it to you. If not satisfied ship it back.

Great Western Fixture Works

616 Medinah Building

178 West Jackson Boulevard

CHICAGO

Annual Prize Contest 1917

Closes December 31, 1917

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved. Four Solid Gold Medals. Four Sterling Silver Medals. Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the **Merchants Record and Show Window** is a distinction of which any window decorator may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by decorators in comparatively small towns. It is the work that is judged, not the name of the playman, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishing store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, etc., etc. Prizes identical with those in class A.

CLASS D—DRAWING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year. The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the **Annual Contest** will be entered in the **Monthly Contest** for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the **Merchants Record Company**.

All photographs submitted in this competition must be fully described and must be sent us before December 31st, 1917.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the **Annual Contest** must be marked upon the back of each photograph as follows: "For **Annual Contest**," with name and address of decorator.

Points To Be Considered in Making Awards

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

SALES—Under this head shall be considered the effect of the display in making sales.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "**Merchants Record and Show Window**" and two window decorators of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street

CHICAGO, U. S. A.

IF IT'S IDEAS YOU WANT SCHACK'S BOOKS WILL HELP YOU

Ideas count for more than anything else in show window decoration. If you are in need of ideas for your spring and summer window displays, we have two wonderful new books that will prove a big help to you. All the ideas contained in these two books are new and original conceptions of the latest vogue and you are sure to find something to make your window displays the "hit in the town." More than 1,100 illustrations in these two big books.

Schack's New Spring Flower Book

This is a wonderfully complete book, showing hundreds of new and clever ideas for the spring and summer window displays. A large number of the ideas have never been shown before and are along the modern art style that is now so popular.

Every display man should certainly send for this splendid book; it will prove a great help to him. Send Today.

**BOTH BOOKS
FREE FOR THE
ASKING**



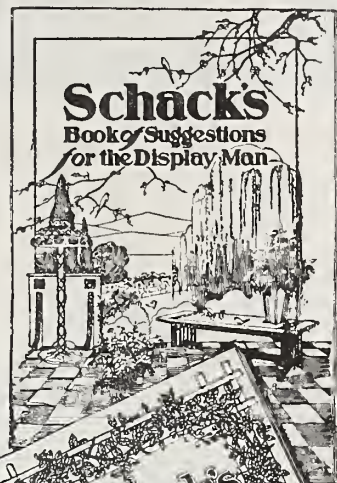
JOSEPH SCHACK, Pres.

Visit Our Studio When You Are in Chicago

Display men from all parts of the country visit our studio regularly to learn of the latest ideas in window decoration. You will find a hearty welcome awaiting you.

See the 6 large windows decorated with full size settings and the latest ideas in floral decorations—Come.

SCHACK ARTIFICIAL FLOWER CO.
1739-41 Milwaukee Avenue, CHICAGO



**BOTH
BOOKS
FREE FOR
THE ASKING**

Schack's Book of Suggestions

No other books ever published have contained so many good suggestions for the display man. Schack's Book of Suggestions is without question the most useful book coming to the attention of the display man.

The subjects range from simple little flower boxes up to elaborate set pieces and there is such a wonderful variety of designs that the most critical display man is sure to find something that will suit him. Be sure and send for both of these books today.

The **WELCH-Wilmarth** LINES of Grand Rapids



HE'S PLANNING AHEAD—Considering a Welch-Wilmarth System tentative preliminary floor plan. That's the start.

Sometime every merchant who continues in business must come to method in merchandising. **Why not now?** The big idea is to do something—get in touch. Find out **how** the store can be improved—the service bettered—the merchandise enhanced—the volume of business increased—the valuable advertising. **Then** decide. You wouldn't buy a bill of goods with no knowledge of their value. Why permit so vital a matter as the future of your business **without looking into it?**

Welch Manufacturing Co.

7 Lyons Street

CHICAGO, 233 W. Jackson Blvd.
NEW YORK, 20 West 30th St.
BOSTON, 21 Columbia St.

GRAND RAPIDS, MICH.

ST. LOUIS, 1118 Washington Ave.
MINNEAPOLIS, 100 Kasota Bldg.
PHILADELPHIA, 123 No. 13th St.
ROANOKE, VA., 212-214 Terry Bldg.

Wilmarth Show Case Co.

1524 Jefferson Ave

PITTSBURGH, 701 House Bldg.
DES MOINES, 402 Court Ave.
HELENA, MONT., 106 Grand St.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XL
NUMBER 3

MARCH, 1917

Single Copies
Twenty-Five Cents

LAUNCHES A STYLE

THE "MAYA FASHIONS" FROM GUATEMALA FOUND
BROUGHT OUT AND STAGED AT WANAMAKER'S BY
HARRY BIRD—DEMONSTRATION ENTIRELY NEW
TO THE COUNTRY AND PROVED BIG TRI-
UMPH FOR DISPLAY MANAGER

WE have heard much of the development of the domain of the display manager. Did you ever hear of one of the fraternity visiting foreign countries and bringing back with him the inspiration and motifs of a new style of women's dress? This is perhaps as high a privilege as any of our display managers have experienced, yet that has come to Harry Bird, of Wanamaker's, and was brought about evidently by the ability of the one and the enterprise of the other. "Wanamaker—originator" has been an advertising phrase for years—and justified. That constant, persistent pressure for betterment that exists in the nature of the founder of this business is marked all through his life—betterment for his employes, for his store methods, and conditions of living in the city of his home.

Give to John Wanamaker now, the credit of pouring out his life in the public benefit as well as his own money and energy—instead of waiting until his death. Hats off, gentlemen, while he yet lives. The same characteristic, irrepressible spirit of progress is part of the Wanamaker business and to maintain a responsible relation to an organization of the kind must be highly gratifying to a man of ability and ambition.

Back in November we heard that "Harry Bird has gone to Guatemala." What for—no one knew. When he returned late in December he was non-committal. In January he said, "Wait and see." On January 29th the secret came out in the Wanamaker advertising,—without a previous "leak." This advertising featured the "Maya Fashions," and staged the first showing in America of modern sports fashions inspired by the primitive Indians of Guatemala, the di-

rect heirs, we are told, of the historic Mayas. There were fabrics, including blankets, woven by the Mayas on little narrow hand looms, but of a close weave and general excellence truly remarkable. There were also domestic weaves of silk and other materials, with Maya motifs, generally embroidered on to the goods. There were sports silks embroidered with Maya and lace designs; women's coats lined with gay colored native blankets; tailored suits with bright Maya embroidered bands; ribbons of cotton specially embroidered in Maya characters and colors; parasols of sports silks with Maya embroideries; silk stockings, mufflers and sport hats similarly treated, the latter twined with silk scarfs from the native republic of San Salvador.

Staged by Mr. Bird on the second floor of the Stewart building was a demonstration of these goods. They may be a fad—who knows? Perhaps they may acquire a place in the general design of our fabrics. Certain it is that thousands of New York women are in search of novelty and have the money to buy novelty produced by brains.

Across from the south side of this demonstration, in from the stage and promenade, was a row of tall cases holding exhibits of various garments and accessories of this style. On the stage, at either side, sat a native Indian girl in Maya dress, while to the rear were a series of native huts and a characteristic Guatemalan scene, telling the story to the alert minds of the throngs of women viewing the scene of the origin of the motifs, trimmings and design of the gowns worn by the models who paced the floor and changed their garments at intervals. Some of the costumes are shown in the reproductions presented herewith.

In the exhibits in the tall cases opposite, as well as the gowns, were Indian blankets made into cushions, and lining many women's coats; parasols with designs copied from a poncho, sports hats bound with Maya scarfs, bags with Maya embroideries, et cetera. Near these cases, at the extreme end of the promenade, were tall, finely framed pictures of Guatemalan



scenes, enlarged from photos taken by Mr. Bird and colored—photos of the obelisks thirty and forty feet high now extant in Guatemala, the work of a lost race like the Inca of Peru, the inscriptions of which have never been deciphered. A setting was made of a street scene in Guatemala, with the flags of the republic, in blue and white conspicuous, the Indian huts being in the van of the suburban street.

The opening of this event was signalized in the

windows as well as the advertising. Companion pictures, taken by Mr. Bird, enlarged, uniformly framed and handsomely colored, were shown, with exhibits of the goods, in the windows of the Stewart building. Some were pictures of these interesting obelisks, others of native scenes. The screens used in the windows were appropriately decorated, for, as is well known, connected with the Wanamaker department of decoration is an artistic service, the work of which





is in constant and abundant evidence at all times. The interest of the public was keyed by the window and advertising publicity, as well as the interior exhibit, and nothing was lacking in properly staging the affair.

Another feature must also be commended. We mention it with some diffidence, because as a general thing, fine and elaborate exhibits are made with little or no explanatory sign work, leaving almost everything to be "savvied out" by the people. Our idea is that the minds of many are too jaded to "savvy" things out, and they have never been in the detective bureau. Mr. Bird used explanatory signs, giving the requisite information. It is a good idea. The decorator's judgment must be used, of course, in never insulting the people of intelligence by using placards when unnecessary. But many times the use of neat, brief explanatory placards, even in fine displays, would be very helpful. Daily newspaper advertising space is expensive to give needed information. Why need it be a matter of delicacy and hesitation to insert a neat, dignified and helpful sign by any kind of a fine display?

Mr. Bird has in his office, which is now in the first

gallery mezzanine in the new building, a letter from President Manuel Estrada Cabrera, of Guatemala, which, translated, reads as follows:

Guatemala, January 4, 1917.

Senor Harry F. Bird,

c/o John Wanamaker, New York.

My Dear Sir: I had the pleasure to receive your esteemed letter dated Dec. 4 and I give you my most hearty thanks for your sincere congratulations and kindly interest in the Feasts of Minerva, at which you were present at this capital. I am gratified that you have such a pleasant impression of Guatemala and of those popular festivals instituted in honor of the student youth.

I thank you also for the information which you have given me relative to the commercial propositions which as a representative of the house of Mr. Wanamaker brought you to this country, and referring to the exportation of woolen materials and other articles of national product I beg to advise you that I do not believe that your agents, Messrs. Schwartz & Co., will have any difficulty in that matter.

I repeat to you my appreciation of your attention, and am pleased to subscribe myself

Yours very truly,

(Signed) M. ESTRADA.

Mr. Bird is to be heartily congratulated on successfully carrying out his mission to Guatemala, such an unusual one, and demonstrating the unheard of possibilities of the display manager.



NOTES FROM NEW YORK

AFTERMATH OF THE DISPLAY MANAGERS' CLUB DINNER-DANCE—GREAT SERVICE GIVEN BY H. FRANKENTHAL
—MR. LISHMAN RETIRES—SEASON OF CHARMING DISPLAYS—MACEY'S 59TH ANNIVERSARY—PROGRESS OF PROFESSION

F. F. Purdy

ECHOES of the dinner dance of a month ago, reported in our last issue, still are wafted to us. The affair heads the list of all the fine functions the Display Managers' Club has given. One feature we have not mentioned, and which was called to our attention by "Dean" Frankenthal, was the fine appearance and costuming of the ladies, on which matter he is as much of an acknowledged authority as he is known as an admirer of the fair sex. Among others he mentions Mrs. Bird, handsomely gowned in green satin; Mrs. Munn in blue; Mrs. Samuel Ellis in white satin with blue tulle, and fine brocaded ribbon ornamenting the waist; Mrs. Schmehl in fine ecru lace; Mrs. Trehwella in gray satin with flowers. Think of the "Dean," or anyone else, remembering all that about the ladies a couple of weeks after the affair. If he had more time he could doubtless have given the costumes of all. He was pleased to have Mr. Koerber on from Philadelphia—in glad clothes or not, what's the difference—for he got away from "Philly" in a great

hurry and is reported to have the effect of glad clothes skinned a mile, with a new suit of ultra cut and white spats that would put your eye out.

Mr. Allert came single, which brought to mind the attractive fair partners he has previously escorted, especially one last year in green tulle. Thus changes come to all. It was a great affair, from every viewpoint. It was talked over in extenso at the meeting of the Club February 12.

GREAT SERVICE RENDERED

The public spirit of the New York display managers is surely worthy of high praise. They have always shown an interest in the development of the fraternity and thrown their bread on the waters liberally for the general welfare. None more so than their beloved "Dean" Frankenthal, who for a quarter of a century has been developing the full form, half form and waist drapes and initiating reforms that have been adopted by the trade all over the country. One does not have to be so very old to recall when fabrics were draped over ordinary teastands, and when Mr. McMahon came from Boston to Simpson, Crawford & Simpson's, a great silk house in its day, and draped a big horseshoe with silks, winding the fabrics around it and using buttons to represent the nails. Others used round shapes of stout cardboard on which to drape the silks.

When Mr. Frankenthal came out with his skirt



Plate No. 4303. Ribbon Display by H. H. Tarrasch for F. & R. Lazarus Company, Columbus, Ohio.

This beautiful display of ribbons attracted much attention and was a very fine testimonial to the display man. This reproduction shows that a very attractive window can be made of ribbons as well as of any other merchan-

dise. Specially constructed stands were used on which the ribbons hung. The stands were ivory to match the velour floor. A few mahogany stands were also used. The background of extreme beauty set off the display.

form, not very long after he went to Altman's, over eighteen years ago, a new thought was started in display of silks and dress goods and there is hardly a house selling these fabrics that is not using the form. Thus the present-day displays are startlingly different than those of former years, showing just how the goods will look on the human form. As the "Dean" says, "I am glad indeed to see, when looking through the MERCHANTS RECORD AND SHOW WINDOW, how the boys are going ahead and constantly making improvements in draping forms."

DRAPES BY MR. FRANKENTHAL

We are showing herewith three new drapes of Mr. Frankenthal's, No. 1, an opera cloak of black satin with gold flowers, the fabric priced at \$25 a yard, the cape effect being of gold cloth and the skirt effect of gold lace; Nos. 2 and 3 were of white batiste with blue flowers and silver threads running through the



NO. 1

flowers; No. 2 having the newest style of straight waist and No. 3 a bolero jacket—a blue ribbon sash running around each.

Speaking of silks and veterans, we must note with regret the withdrawal of Mr. Tishman as display manager for James McCreery & Co., a position he has filled for the past twenty-one years, the longest period of time, we believe, of any display manager with one house in New York. McCreery silks have been well-known for years, not only in New York but throughout many parts of the country, and Mr. Tishman has displayed their beauties in the McCreery windows with the spirit of a true artist. We are not posted on his plans for the future, but no doubt he will take a rest before resuming active work elsewhere. He is succeeded by his former assistant, F. A. Jacob-



NO. 2

son. We understand that this is intended to be a permanent appointment instead of a temporary one, as is the case when so many assistants take hold of the work of their former chiefs.

People who pass the Lord & Taylor windows in the day time miss some of the best things, which are shown at night in the window which is hoisted in place at 6 o'clock, to the amazement and delight of hundreds of strangers as well as New Yorkers who do not know there is such a device in existence. The other day Mr. Rossiter had a bunch of fixtures below his windows pulled away to give the view, and turned on the



NO. 3



Plate No. 4304. Showing Drape by E. F. Swank for the Louis Bischoff Store, Crawfordsville, Indiana.

The background for this display was mahogany. The pilasters were beautifully decorated with large aster vines working up over the background. On either side of the French door was a flower box filled with natural ferns. Looking out of the French door one could see a beautiful scenic painting. The floor was covered with green felt

in perfect harmony with the decorations. The mummy form was draped in a light and dark blue silk with a piece of fancy lace hanging from one side. The fully-draped figure was particularly attractive and was draped in fancy black silk trimmed with black lace. This display drew much attention.

lights, revealing a charming window that had been up the previous night, showing the "new fashions for the southland."

The background was a painting of "the vasty deep," with a great billow in the foreground, while a steamship was headed for southern ports, with illuminated windows. In front, at left, was a maiden in a charming bathing suit and with parasol, walking the beach; wicker chair and palms to extreme left, while from center to extreme right was a beautiful collection of tropical luxuriance in plants—a really stunning exhibit. A previous window—shown in one of the regular windows to be seen by day—attracted a crowd two or three deep. It consisted mainly of an exhibit thus described by a neat placard: "These garments were made by Lord & Taylor and worn by a little girl four years old at the reception in honor of the Seventh Regiment upon its arrival in New York in June, 1863." There were two diminutive costumes upon each figure, exact presentations of the styles of war times. A setting of old battle flags and suitable surroundings carried out the idea admirably.

MR. KATZ HAS FINE WINDOW

This is the season when we see many charming displays of cretonnes, which are even more popular than ever for home decoration especially and also for occasional personal adornment. A display manager of moderate attainments can put together an attrac-

tive cretonne window, showing the many uses of this handsome material. Mr. Katz, at Abraham & Straus', Brooklyn, had an exceptional window last month, however. In the center, front, was a large gilded hoop, bare at top, caught by a huge bright ribbon, while the bottom was surrounded by a semi-circle of light-hued flowers. Perched in the center of the hoop was a parrakeet that was duplicated in the cretonne pattern which was shown in connection. Elsewhere the material was draped from top of those familiar Chinese fixtures—are they not called torii—and the fabric was full of Chinese motifs, while neat placards called attention to the fact that Chinese influence was very prominent, if not dominating, in the new cretonnes of this season.

MR. LARSEN WORKING HARD

Thorkild Larsen is working hard at his new post at Battermann's in Brooklyn, where the new management is putting the old store more strongly to the front than ever—and his new ideas are telling. Last month he had in a fine silk window, the goods all being draped on Chinese fixtures, of similar shape to those described in the A. & S. windows, the color scheme being black with gold. Mr. Larsen designed all the fixtures and carried the idea through, even to the signs. He had in some very effective drapes, and it is clear that such windows will bring business.

MACY'S CELEBRATE ANNIVERSARY

R. H. Macy & Company are celebrating their 59th anniversary and Mr. Schwarcz scored a bull's-eye hit by his two windows, one displaying the styles in clothing and home furnishings before the war, when the firm was founded, and the other the styles of today. The window depicting the olden times had the crowd, with the big "plug hats," crinoline skirts, semi-colonial mahogany chairs and old-style furnishings; and the scene looked as if it was transplanted exactly from an ante-bellum picture. This window bore the following inscription: "In 1858 customers of Macy's store, founded that year, dressed this way. See how summer dresses will appear in spring, 1917—window to the right." The large round Colonial rug in center of the room added the right touch and fine wax figures were used giving a fine finish to the window that the afternoon crowds were fighting to see.

The other window bore this inscription: "The mode for spring, 1917. See how they dressed in 1858, the year this store was founded—window to the left." The up-to-date character of style in the 1917 window was emphasized, first in costume, and then in furnishing, the fine large davenport sofa being flanked at the end by one of the new handy tables made for the purpose.

Here is the sign in a Gimbel window that tells most of the display story: "Shadow lawn—the newest thought in neckwear"—the entire window being devoted to effectively showing the shadow lawn green chiffon neckwear for women. The whole exhibit was

on a grassy carpet, and a handsomely framed picture of "The Summer Capital" was prominently shown.

Lawrence McArdle, formerly display manager for Orkin's, on 34th street, has accepted the post of assistant to Mr. Cronin, head of the displays for L. Bamberger & Company, of Newark, N. J. He has been succeeded at Orkin's by Richard Dougherty, formerly an assistant at Gimbel's, and going to Orkin's from Callan's department store on Third avenue.

New York does not get into the way of "shutting up shop" for Lincoln's birthday, notwithstanding the patriotic example of John Wanamaker in closing his stores in New York and Philadelphia. One of the strongest admirers of the martyred president is Mr. Wanamaker, and embedded in bronze in the store is Lincoln's Gettysburg address. At the time there were a number of patriotic windows, accompanied by the skillful employment of American flags, and among the best were the windows of John Wanamaker and The Greenhut Co.

MANUFACTURERS LIKE DISPLAY

Manufacturers and wholesalers are going in stronger for displays in their own windows, for the benefit of local and visiting buyers, which is very logical, as a proper showing of goods should appeal to the wholesale buyer as much as to the consumer-buyer, if not more. Meeting J. J. Hannigan the other day, it developed that he is dressing windows regularly for several firms of the kind. Some of them are sending out photographs of these windows to their retail cus-



Plate No. 4305. Display by H. H. Tarrasch for F. & R. Lazarus Company, Columbus, Ohio.

This very attractive display was placed on the receipt of a large shipment of "Velooze" Gypsy Boots. The background was of compo board covered with rich imported wall paper. Four pilasters were covered with black plush velour and

curtains of the same material hung in the center. The platform was covered with black plush velour as were the rims of the display boards, the center of which was ivory. The floor was ivory as were the sides.



Plate No. 4306. Rug and Drapery Display by W. S. Wood for E. M. Scarbrough & Son, Austin, Texas.

For the background the display man made several regular window frames which were dressed with drapery, using different designed draperies on separate panels. Oriental rugs were shown on the floor and domestic rugs on the stands. Several fine pieces of furniture were used and over these

was draped a rich, old rose velour. A few draperies were also placed over T stands and over the table on which stood a lamp shaded with delicate silk. The large pot plants were very attractive assets to the display. This made a very rich and attractive window.

tomers, demonstrating to them just how their products should be displayed in the store windows. Mr. Hanigan also has a studio in Irving Place where he puts up special displays and photographs them for these purposes. It is interesting to note the "next step" of the display manager in cases where a good man leaves the department store field. The above is one instance. Are there any merchandise managers who have graduated to that important field? We have heard of a few advertising managers who have done this. Of course a display manager to thus advance would need very special qualifications, but the experience he gets in all kinds of merchandising surely ought to be a good starting point for a man with these qualifications.

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New Store Front for Schwartz's

T L. ESCHBACH, display manager for the K. Schwartz, wholesale and retail house, Chester, Pa., has just returned from New York and Philadelphia where he purchased display fixtures for the handsome new store windows of the K. Schwartz, department store, on Edgmont avenue, now in the course of erection.

Mr. Eschbach states he received orders from Mr. Schwartz to spare no expense in his purchases and

states that there will be no need of Chester people going out of their home city to look at beautiful window displays in the future. Schwartz's show windows have always in the past been admired by Chesterites for their handsome displays of dependable merchandise at reasonable prices. With their new modern front and the many wax forms of the latest types of feminine beauty purchased by Mr. Eschbach while in New York and Philadelphia, who is always looking for something new to please the public, coupled with the shrewd buying of coats, suits and millinery by K. Schwartz, the proprietor, for his spring opening, Chester will surely boast of a display far superior to many of the big city stores when their handsome new front is completed, which will be only a start in the erection of an entire new building in the near future.

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Goldthait & Sons Sell Store

THE Goldthait & Sons store of Marion, Indiana, which for many years was one of the leading business houses of that vicinity, has been sold to the Boston & Big Store Company and the latter company assumed complete charge early in February. The store will hereafter be known as "The Goldthait Store."

Display Men in Patriotic Work

WHILE the city of Shreveport, La., was alive with patriotism but at a loss as to how to manifest their loyalty to the best advantage, the display men of that city came to the rescue. As a result of the display men's suggestions, fluttering American flags—dozens of them—arranged around the decorative lights surrounding the courthouse square, gave Shreveport the patriotic appearance that the people desired.

The flags were festooned around the lights in groups of four and they will be allowed to remain there indefinitely. The occasion, of course, was the breaking off of diplomatic relations with Germany and several of the display men of the city took charge of the decorations. Their work brought forth much favorable comment and again proved that the display men are at home in all forms of display work.

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Another "Dollar Day" Success

THE merchants of Norristown, Pennsylvania, held their first Dollar Day on Wednesday, January 31st. Almost every merchant, druggist, butcher, grocer, hardware merchant, in fact all who had retail signs over their doors co-operated and made the day

a great success. The slogans and greetings of "Sure it was a success" and "We told you so" were not few in the business conversations of the following day.

A very interesting "special" of the day was a hatter who displayed a number of the new style straw hats with a card which read as follows: "If you have the nerve, we have. Today they are \$1.00,—on May the 5th they'll be \$2.00", and he sold *quite a few*.

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Beating Them To It

A CERTAIN jewelry house in Providence, Rhode Island, seems to have beaten the big mail order concerns to a new wrinkle in the mail order business. It seems that this Providence house has entered into a pact with the Western Union Telegraph Co. whereby its catalogue is kept on file at the various offices of the company. This scheme was put into effect shortly before Christmas and is now being fought by various retail merchants' associations.

Announcements were sent out by the jewelry house stating that special arrangement had been made with the telegraph company and that a catalogue was to be found in the latter's offices. If anything is needed, make your selection from the catalogue, pay operator catalogue charge, plus the small charge of sending the money and the operator would do the rest.



Plate No. 4307. Furniture Display by B. J. Millward for Mannheimer Bros., St. Paul, Minn.

This display was placed for the Exposition of Fine Furniture and as may be readily conceded, proved to be of great attention value. Several pieces of Queen Anne furniture were in the window and rich oriental and domes-

tic rugs were prominent. The large floor lamp was of old gold shaded with ornamental silks and metal. The beautifully draped figure added greatly to the display. The details of this display need no description here.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

This Department Conducted by G. Wallace Hess

THERE is no situation so bad but what there is a redeeming feature to it somewhere, and by the same rule we will find in a few years hence that the tremendous jump in the price of cardboard will have done more to spell "finis" for the big, ugly type of cardboard sign than all the arguments ever written or spoken. The results will be better looking windows and interiors and as there is little likelihood of a drop in prices, we are going to have the small sign with us for some time.

I think the lowering of prices will be on the same scale as I once heard an old Irish farmer sarcastically remark to a grain dealer down on the old Illinois and Michigan canal, where I played as a kid. He said, "Yes, darn you, when corn goes down you get the news by telegraph and when it goes up you get it by canal boat."


We have always been rated as a wasteful nation and perhaps deserved the criticism, and only a few months ago the government flooded the country with placards calling upon us to save and sell (not burn) our waste paper, yet our Interstate Commerce Commission especially orders under penalty that all the

railroad records, old waybills, etc., *must be burned* only. This surely seems inconsistent.

No matter what your individual opinion may be of the rise in values, I say to you in all sincerity, that you will yet pay a little more for cardboard. Canadian pulp today is selling for \$65 a ton as against \$10 and \$12 a few years ago. The big corporations with hundreds of thousands capitalization are having trouble in getting hair for brushes. Steel pens are getting scarce. You say, we can make them. True, but not the equal of the English and German pens, and my friend, remember also that the pens we do make here are made from England's steel—not ours.


Take the little No. 25 price ticket holder known in every hamlet in the land, and which you all use to attach tickets on fabrics in your windows. It is gone for the present—it was made in England. The big brush factories of England can get hair under difficulty but they cannot send a particle of brass out, and our big dealers here have been trying to have the bristles shaped up and tied and sent across to us to set in ferules.

Brass that I bought here for twenty cents a pound




MEN
whose clothes are
bought here
are always—
well dressed

1



Georgette
Crepe Blouses
Handsome
Models
Attractively
Priced

2



Perfumes
for
Easter

3

Easter Millinery



Showing a wide variety of styles at interesting prices

4

Spring Footwear



Wise buyers will do well to buy several pairs at these prices

5

two years ago is now fifty-five, and so to you, Mr. Cardwriter, I would say, conserve as far as your utmost limit any good brush you get a hold of, and your foreign steel pens. Remember, also, that a steel lettering pen improves with age until it gets to that stage where the nibs are sprung apart.

A Leman or German music pen will last for months if it has not been sprung too much under excessive pressure. One thing that gives much trouble to pen workers is in using white.

Now you can't write an article on cardwriting without stepping on someone's toes, yet I am free to say that all the big cardwriters dope up their own white. I do not say that there are not any fair or good whites on the market, but I do say that better whites for show-card work can be made by mixing French zinc with a good mucilage and thinning with water.

A pure home-made gum arabic mucilage is best, but Carter's extra adhesive works fine. For pen lettering it must be borne in mind that you must barely get enough mucilage in to prevent rubbing. Remember that all pens have a tendency to scratch the surface of the paper a little, and as a result the color gets a better

"bite" than from brush work, hence the need of less adhesive. Too much mucilage on opaque colors for pen use means your color will bind to the pen and refuse to flow. On Gillott or Soenneken text-pens this applies particularly. The music pen—the greatest of all pens for white work, permits of greater latitude in this respect.

To get a white ink to flow on the disc pens such as are now on the market and made in this country is not practical where the stroke is much over a thirty-second inch in width, unless the pen has two slits like the Leman music pen.

To mix all other dry colors or distemper colors, use a good mucilage—although I think to the man who knows, that a home-made mucilage of gum dextrine mixes all colors (except white) better. Gum arabic or dextrine, cooked at home should be prepared in a double boiler or in a small pail set in a pan of water,—this to prevent burning.

Gold ink is another hard proposition. The bronze for this purpose is hard to get but not hard to mix if one has a bronze that is fine enough and not too greasy. If you must experiment, don't take an ounce



Artificial Flowers

in great profusion — 2nd floor

Hats trimmed free if all materials are bought here

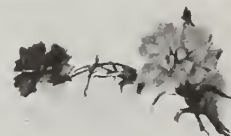
6



Smart Spring Neckwear

Rich effects—unusual values—fifty cents.

7



Hand Bags

in a great variety of styles and leathers

8



paper—try rubbing up a half teaspoonful with a little mucilage first—and rub well—in a heavy glass tumbler with your index finger. Then thin with few drops of water.

The best way to handle this is to buy bronze from a specialty dealer who knows a bronze for this purpose—and who will guarantee it to mix and flow—bearing in mind that it is hard to get a gold to flow on a highly polished board, but easy on mat boards.

In the cards shown this month will be found suitable styles for small windows, windows where dividers are used and for men who like a small window card. All are eighth sheets.

In card No. 1 I have taken a Volland post card, cut the panel from the same, blocked over the lettering in wreath with silver and when same was dry lettered an "S"—supposed to stand for name of store—on the card. All the cards shown here are quickly made using old English modified and the pen text shown in last month's issue, except card No. 2, which is a modification of French Ronde.

At first glance, it might appear that this letter is a little too fancy; but in the matter of things pertaining to women's apparel, I am in accord with a term used by the manager of one of the largest stereopticon concerns in the United States when ordering copy prepared for slides for goods in these lines. His expression is to make that a little "flowery" or throw a little "millinery" into your lettering; meaning that lettering on a slide calling attention to hats, waists, gowns, etc., can afford to be on graceful sweeping lines as compared to a slide advertising coal, farm implements, lumber, etc.

Card No. 7 shows a decorative circle cut from a post card, while Card No. 5 shows birds and cage from the same line. All are in beautiful tints by offset lithograph process.

There is no question but what the use of decorative ornaments for showcard decoration, no matter whether taken from postcards, die-cut novelties or panels, permit the making of nifty little cards in a few minutes time. My average time on these cards, including layout, lettering, pasting and ruling margin, is from four to eight minutes per card.

Card No. 4 was made with the music pen.

In using an old English letter, never use all "caps," nor should it ever be used entirely on a card with much reading matter. Aside from using decorative novelties on a card, you can also cut an opening six by ten inches in size on a card seven by eleven and shoot a delicate air brush tint on the card—this will leave a half-inch border of the card's color exposed.

In lining over an air-brush tint use charcoal sharpened to a chisel end. This will dust off with piece of cheesecloth, handkerchief or cotton. To use a rubber eraser on an air-brush tint will, in all probability, ruin the tint itself.

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A FINE exhibition of mounted fish is now drawing much attention to one of the State street windows of the Rothschild Company's store. Different varieties of fish common to waters in these parts are shown and cards appear on each mounting giving the name of the person who made the catch, the lake from which the fish was taken and on what railway line the different sportsmen's haunts are located.

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THE Zerweck Jewelry Company of St. Louis, Illinois was recently awarded a prize for excellent window display. Jewelry was attractively placed in the window with a beautiful background of flowers and vines. Mr. Eubanks arranged the display.

UNUSUAL DISPLAYS

SOME REMARKABLY FINE WINDOW DISPLAYS AS PLACED
BY GEORGE A. SMITH—SHOWING THE ADVANCEMENT
THAT HAS BEEN MADE IN THIS PARTICULAR
BRANCH OF DISPLAY

DISPLAYS of nationally advertised products and manufacturers' displays have become very popular during the past two years and practically every up-to-the-minute concern are at this time giving much attention to the advertising of their products through the medium of window display.

This particular branch of the window display profession is not by any means an easy one to well perform, and, in fact, there are hundreds of display men who would turn the deaf ear to a position in that particular department, though the remuneration would be great. But, as in every other line of endeavor, some excel where others fail.

George A. Smith, specialist in this particular field—manufacturers' window display advertising—is one of the leaders and perhaps the peer of all in this special department of display work. He makes his office in New York and has charge of the United States Rubber Company, and Baker, Murray & Imbree's windows, as well as the display windows of several other manufacturers.

We are reproducing on these pages a series of displays as placed by Mr. Smith for the United States

Rubber Company and Colt-Stratton Company, and which brought forth considerable favorable comment and many congratulations for the display man.

It is needless to say that one must be quite versatile in order to display every line of rubber goods produced by the big concern, but the reproductions will leave no doubt as to the versatility of Mr. Smith. There is quite a difference between displaying this line of merchandise and the general line in the way of a surrounding atmosphere that must be closely considered in all the displays. Such displays as reproduced here are not made to sell goods directly, but, rather to create an extensive publicity for them.

The first reproduction presents a very fine example of a hunting display, in which the display man wished to feature a well-known brand of hunting boots.

A beautiful autumn colored scenic background was painted on wall board which was used at back and sides. Natural oak, birch and spruce trees were used in connection with this display and were arranged at the corner and side of the window. The floor was strewn with natural and artificial leaves, moss, rotten wood, branches, etc., exactly as you would see it in the woods. A wax figure dressed in the newest sort of hunting apparel and completely equipped with rifle, hunting knife, cartridges and belt was in unusually excellent pose. Over his back, with the four legs drawn together at the front and tightly grasped with



DISPLAY BY GEO. A. SMITH FOR THE UNITED STATES RUBBER COMPANY, NEW YORK.



DISPLAY BY GEO. A. SMITH FOR THE COLT-STRATTON COMPANY, NEW YORK.

his hands was a buck deer. This was the actual deer mounted up flexible. The display showed the hunter in the act of bringing the deer into camp. Attention was also directed to the large fallen tree directly across his pathway, an axe rested against an actual rock placed at back of window and a mounted squirrel was shown sitting on the end of the log eating a nut.

The second reproduction shows a display which was installed for the Colt-Stratton Company, New York agents for the Dodge Motor Car. The display was made in the Broadway window of the company's salesroom and the idea was to show the Dodge car in use by General Pershing in the Mexican campaign and was placed just at the time when the troops were leaving for the border. The display created a great stir along the New York automobile row and there were great crowds in front of the window continually.

The beautiful scenic painting used as the background was reproduced from an actual photograph taken in Mexico, and was executed by two Spanish scenic artists who had just arrived in this country from Mexico.

The painting was fifty-six feet long and twenty-two feet high and placed on a frame work constructed in semi-circle fashion. The car used had been in service for some time and in addition to this it was oiled all over its entire outer surface and treated to a covering of dust and mud so as to produce a more natural effect. Four waxed figures were used. These were painted in a deep tan color, to produce a sunburn finish. Two were jointed and two stationary. They were all garbed in cavalry uniforms.

The figure looking through the field glass and standing up in the car represents General Pershing.

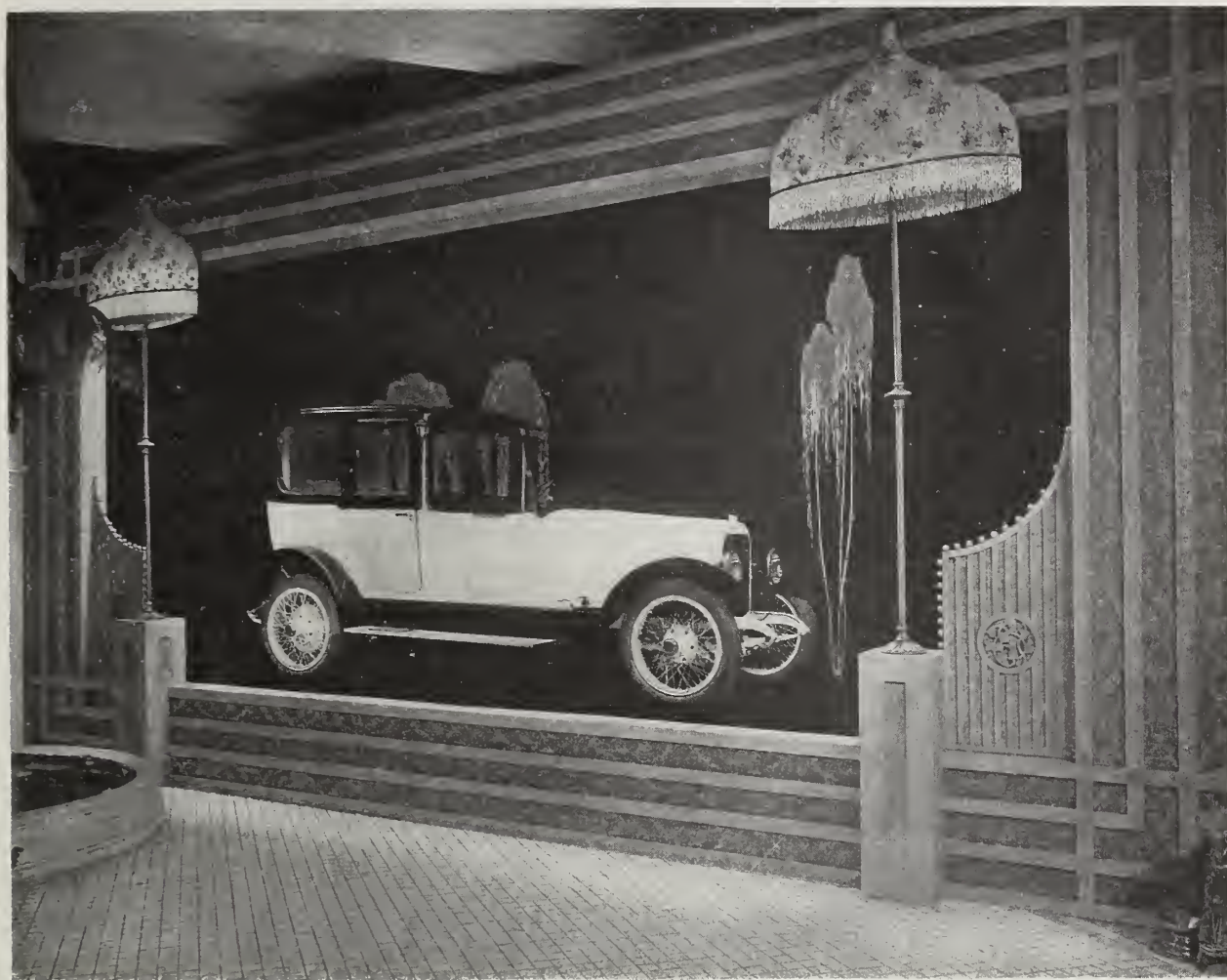
One man had alighted on this side of the car and was shown in the act of killing a rattlesnake. The snake was an actual mounted rattler six feet in length and in a retreating position. The other figure was shown on opposite side of the car investigating some curiosity on a large cactus. The floor of the window was covered with sand about a foot in depth at front and two feet at back. It was heaped up against the curtain and by doing this and using cut-out pieces painted to correspond with the scene at back and with the aid of actual stones and pieces of cactus, grease-wood and the like combined with dead scraggly bushes the entire scheme was very closely connected.

An actual buffalo skull, four guila monsters and several horn toads were placed on the sand in various positions and added much of the real and created considerable natural interest in the display. An old, broken sword and a ragged coat was also placed on the ground and partly covered with sand, the articles being those of some dead soldier presumably.

When this display was completely set the display man sprayed the entire exhibit with cement powder in order to produce the dusty, alkali effect so pronounced in that country. In fact so real did this display appear that one would think that the dust-covered uniforms had just returned from the campaign.

This remarkably clever display remained intact at this place for one month and was then taken to Brooklyn and Boston. Mr. Smith also made the display in these cities.

The last reproduction shown with this article shows an automobile display installed in the salesroom of the Hudson Motor Car Company, New York. The car was shown in urban style with artistic effects



DISPLAY BY GEO. A. SMITH FOR THE HUDSON MOTOR CAR COMPANY, NEW YORK.

done in new art. The shadow-box setting gave the effect of a huge picture. The display was set on a platform with a gilded base. The car was finished in ivory and the background was a soft black velvet relieved by weeping willows and artistically decorated tapestries. Tall, slender pillared lamps covered with delicately tinted silk shades completed the beautiful display.

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ELLIS HANSEN, who was formerly with the Wurlitzer company, has resigned that position and is to do display work for several music stores in the Chicago loop. He is well known in this particular branch of display. Before going to the Wurlitzer company Mr. Hansen had charge of the display work for the Victor Talking Machine Company.

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Drape Display by Mr. Moore

ONE of the display windows for the Watson, Parker & Reese Company, Pensacola, Florida, attracted great crowds recently where Stacey B. Moore, display manager, had placed a particularly clever drape display. The figure was draped with two pieces of gingham and the work was performed without cutting the material. Mr. Moore is one of the leaders in the

display profession and is doing much to bring the particular branch of displaying—full-form draping—to the front.

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Winners Announced

THE winners of the window display contest conducted by The Haberdasher and recently closed have been announced as follows: Haberdashery trims—First prize to William H. Horwich, display manager for the Yorke Shirt Company, New York; second prize to A. F. Sutfin of the H. Strauss Company, Elmira, New York; third prize to Douglas Lollar for A. & L. August Company, Fort Worth, Texas. The prizes for clothing displays went to Clement Kieffer of C. A. Weed & Company, Buffalo, N. Y.; A. A. Hansen of the Werner & Werner store, St. Louis, Mo., and George B. Scott, Strouse & Brothers, Evansville, Indiana, in the order named.

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FOR the purpose of accommodating visiting buyers at the Fall Buyers' Convention next August, the New Orleans Wholesale Merchants and Manufacturers' Bureau of the Association of Commerce will rent a five-story building in which to display goods.

NEW LIGHT DEVICE INVENTED

THE LONG FELT WANT OF EVERY RETAIL MERCHANT WILL HAVE BEEN FULFILLED WHEN THIS NEW DEVICE IS PLACED ON THE MARKET—ACCURATELY AND POSITIVELY MATCHES COLORS

If the new electrical device recently invented and soon to be placed on the market does what its inventors claim it will, and it seems a certainty that it will, because of the testimonials already given by several leading experts in lighting, the merchants throughout the country will at last have a long felt need fulfilled.

For years one of the most annoying and serious problems the retail merchant has had to contend with has been the impossibility of accurately matching colors by artificial light. This handicap due to the known defects of artificial light has caused troubles, misunderstandings and expense for merchants time and time again. The most modern of city stores has been no more immune than the smallest country store.

Real daylight is composed of certain proportions of all the colors of the rainbow, which, when combined naturally produce a pure white light, showing all colored materials in their real color values. Artificial light, as is well known, contains an excess of red and yellow in the light rays, making it impossible to insure an accurate match or determination of color value by its use. This defect in artificial light seriously handicaps the business in certain departments during months when there are a number of dark and

cloudy days and in stores where it is necessary to keep open certain evenings during the week.

WHAT HAPPENS DAILY

For years merchants have been put to much trouble and have lost many valuable sales because of the utter failure of the lights used to correctly match and show colors, and while several attempts have been made to offset this tremendous handicap in merchandising, all were failures. As an example of that handicap we state the following incident which happened in one of Chicago's State street stores, and is probably only one of similar instances happening every day in stores throughout the country.

It seems an influential charge customer of the store in question recently purchased a very expensive dress length of silk, at the same time cutting a sample to be used as a guide for the purpose of matching trimmings and other accessories to be made into a gown. The various purchases were selected by the customer herself and sent to her dressmaker to be cut and fitted.

When the gown was ready for the first try-on it was discovered that the colors of the lining and a portion of the trimmings were not an absolute match. The customer in her chagrin and disappointment attempted to return all purchases for credit, although the major portion of the materials had been cut, claiming employees of the store were equally responsible as the various department heads had assisted her in matching her materials. The account was a charge account and none of the material in question had been paid for. The store eventually credited the customer with the amount involved and accepted the loss. Her social



Plate No. 4308. Millinery Display by Harry H. Heim for The Marston Company, San Diego, Cal.

Here is an unusually attractive display and one that was of great attention value. Rich green plush was draped from a point about four feet up on the permanent background and at the top center was several small branches of apple blossoms. Two baskets tied with silk

ribbons also appeared in the window. Flowers were scattered about the center of the window giving a beautiful effect. The women's hats were shown on old gold stands. The harmony and simplicity of the display made it one of rare beauty.



Plate No. 4309. Neckwear Display by M. Wolfson for The J. Koch Company, Akron, Ohio.

A specially arranged background was used for this sale of men's neckwear. The background was decorated with foliage of various tints. Two mahogany stands ap-

peared in the center. The display was in perfect harmony, the colors being brown, tan, blue and gold. The display was very neat and artistically arranged.

standing and influence were such that this seemed the best way out under the circumstances.

IDEA CONCEIVED AND BROUGHT OUT

The manager of the store, however, was not satisfied. He held the position he did because he was known to be a man of resource and a student of modern merchandising conditions. He felt there was a weak spot in either the organization or the store's equipment when a loss of this kind had to be taken as a matter of course. He finally reasoned that there must be some way to produce a light by which colors could be accurately matched when daylight was not available. Realizing it required technical men to work it out, he succeeded in interesting experts in the problem who eventually evolved a device which effectively screens out the objectionable light rays and produces, with the use of an ordinary mazda bulb, a pure white light.

This device, in the shape of a handsome, portable counter lamp, will shortly be placed on the market and it is safe to say that every retail merchant in the country will welcome the opportunity to equip his store with lighting units by which colors may be accurately and positively matched at any time of day or night and under the most adverse light conditions and it will be welcomed as one of the great achievements in the rapid evolution of retail merchandizing.

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Patriotic Display by Mr. Berg

CROWDS overflowing into the street blocked the traffic in front of the Burgess-Nash Store, Omaha, Nebraska, on February 5th when Display Manager E. J. Berg exhibited a patriotic window

that has never been equalled in the history of the Nebraska city. The occasion was the breaking off of diplomatic relations with Germany. The display was carefully worked out and held rigidly to the lines of diplomacy.

The background of the window was made of flags and bunting with a large picture of "Washington Crossing the Delaware" set on one side of the rear, while the large picture known as "The Spirit of '76" was placed at the opposite side. In the center of the background a large likeness of President Wilson appeared. All the pictures were surrounded with flags and bunting. A little to the front and on either side of the President's picture were statues of Washington and Lincoln and between these statues was a smaller picture of President.

On the right upper corner of this picture was a wreath of laurel and standing on the wreath a white dove, holding in its bill a white ribbon from which many smaller ribbons extended. These smaller ribbons in turn extended to the bills of several white doves which were placed in such a way as to give the impression that they were flying. On the large ribbon in rich purple color were the words "Peace on Earth—Good Will Toward Men."

It is easy to realize that this display was extremely beautiful and served to arouse the proper spirit of patriotism.

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PHILIP H. MERCIER, formerly of Green Bay, Wisconsin, has accepted a position as display manager for "The Peoples Store," Chicago.

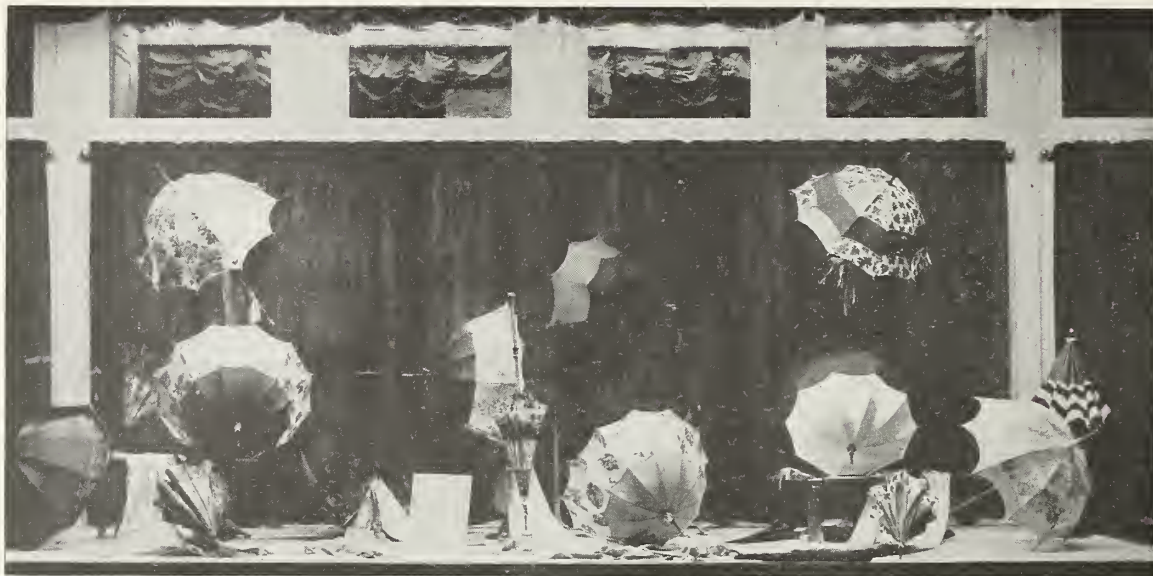


Plate No. 4310. Parasol Display by Harry H. Heim for The Marston Company, San Diego, Cal.

Fifteen parasols and four scarves were shown in this window. The background was of rich plush velour and the floor was of white felt. Accessories were shown on floor and stands, the stands being mahogany. One simple,

very neat card appeared in the front of the display. The richness of the parasols was bound to attract attention and the selection of the goods showed artistic taste of the display man.

Beautiful Display by Mr. Leavy

THE shower of white held recently in the largest store in Schuylkill County, Pa., that of the Dives, Pomeroy and Stewart Pottsville establishment, and presided over by Mr. Miller, for many years manager, was a most successful event both from the advertising and the artistic standpoints, in that it was the topic of favorable comment in the entire county for

many days. One can well believe that Mr. L. Leavy, display manager, and designer of the decorations used in the event, gave many of his golden hours to the scheming of the plan, and freely of his labors towards its careful execution.

The entire second floor was first bridged with long, sweeping, dome-shaped arches entirely concealed with bursting cotton bolls. Radiating arches were then

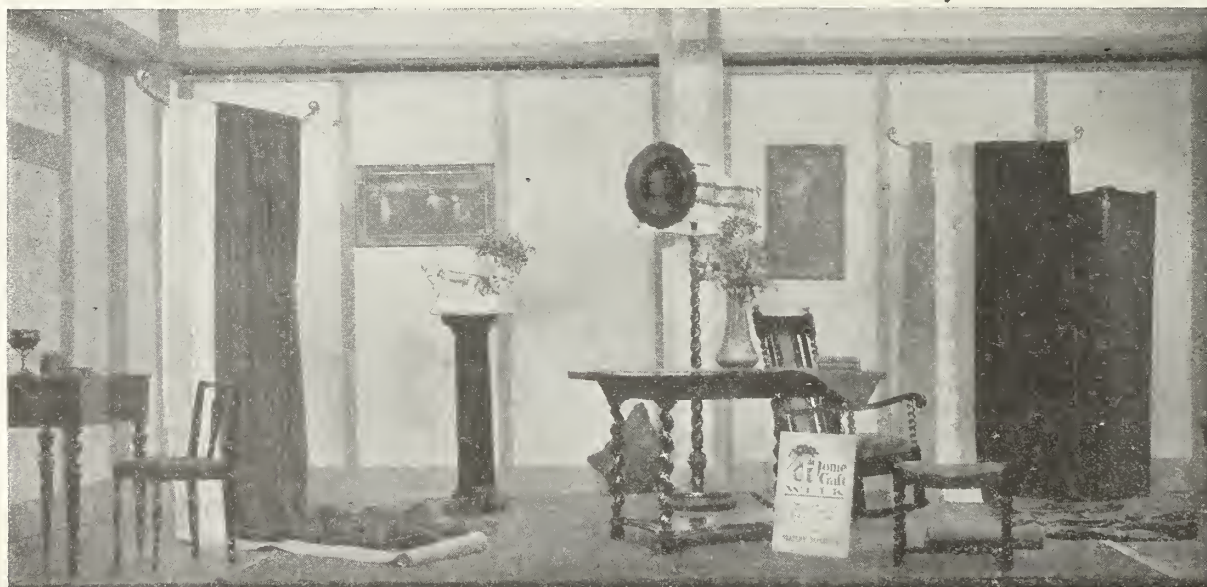


Plate No. 4311. Home Craft Week Display by A. W. Lindblom for New England Furniture & Carpet Co., Minneapolis, Minn.

This unusually attractive display was considered by many experts as one of the neatest works of its kind that ever appeared in the city. Draperies and curtains were hung from stands and the background against which

the display was made represented to perfection the interior walls of the home. The rear wall was decorated with pictures, one of them being of Priscilla, emblematic of the store. One card appeared in the foreground.



Plate No. 4312. Display of Silks by Tom Allan for Phelps-Dodge Mercantile Company, Douglas, Arizona.

The panels were air-brushed in deep cream to represent marble and hanging from the center cross-piece was a rich, gold plush velour curtain. The silks were draped over large stands and blended perfectly in tone. Three

silk shaded lights in the upper center added more beauty. Small flowers and a scattering of foliage was used about the background and yellow chrysanthemums were much in evidence. A beautifully designed card appeared.

formed by the suspension at intervals of about six inches of bolls on slender threads which, while invisible to the naked eye, helped give the great room the appearance of a confetti shower running the entire length of the undermuslin section.

Cunningly nestled here and there on long stems so slender that one expected to see them topple and fall, brilliant green adiantums bowed and swayed their

graceful, palm-shaped leaves among myriads of snow white bolls fresh from Dixie land.

That the Dives, Pomeroy and Stewart event of white was a pronounced success was but to be expected; for not a single detail was lacking to make the assembling of the decorations perfect, and in true harmony with the snow white stock of lingerie so carefully selected and displayed.



Plate No. 4313. Men's Furnishings Display by H. H. Heim for The Marston Company, San Diego, Cal.

The background was deep green plush velour and the floor was covered with velour of the same shade. In the center of the display a large potted fern was placed. The stands on which the merchandise was displayed were of

mahogany. Several silk hats, canes, ties and other accessories were added and the display was very effective as well as attractive. Several neat cards were used in this display.



Plate No. 4314. Men's Wear Display by Claude E. Wilson for Goldberg's, Phoenix, Arizona.

An old hickory pergola was used in this display to serve as a background. This pergola was extensively covered with vines and foliage. The floor was covered with a brown felt, using brown plush as a drape. A scenic

painting was placed at the top center behind the pergola and another appeared in a mahogany frame at the extreme right of the window. A large fern appeared on the floor behind a poster announcing the brand of clothes displayed.



Plate No. 4315. Spring Display by W. S. Little for Kenny Bros., Canton, Ohio.

A large and beautiful scenic painting showing a mountain and lake scene was one of the prominent features of the window. At the right was a summer house almost enclosed in foliage which appeared in abundance in the window. This decoration was a setting for the artistic-

ally draped figure in the center. The drape was made without cutting the material and is another example of Mr. Little's high class work. Other necessities which well dressed women would naturally connect with their late spring apparel were shown. A neat card appeared.

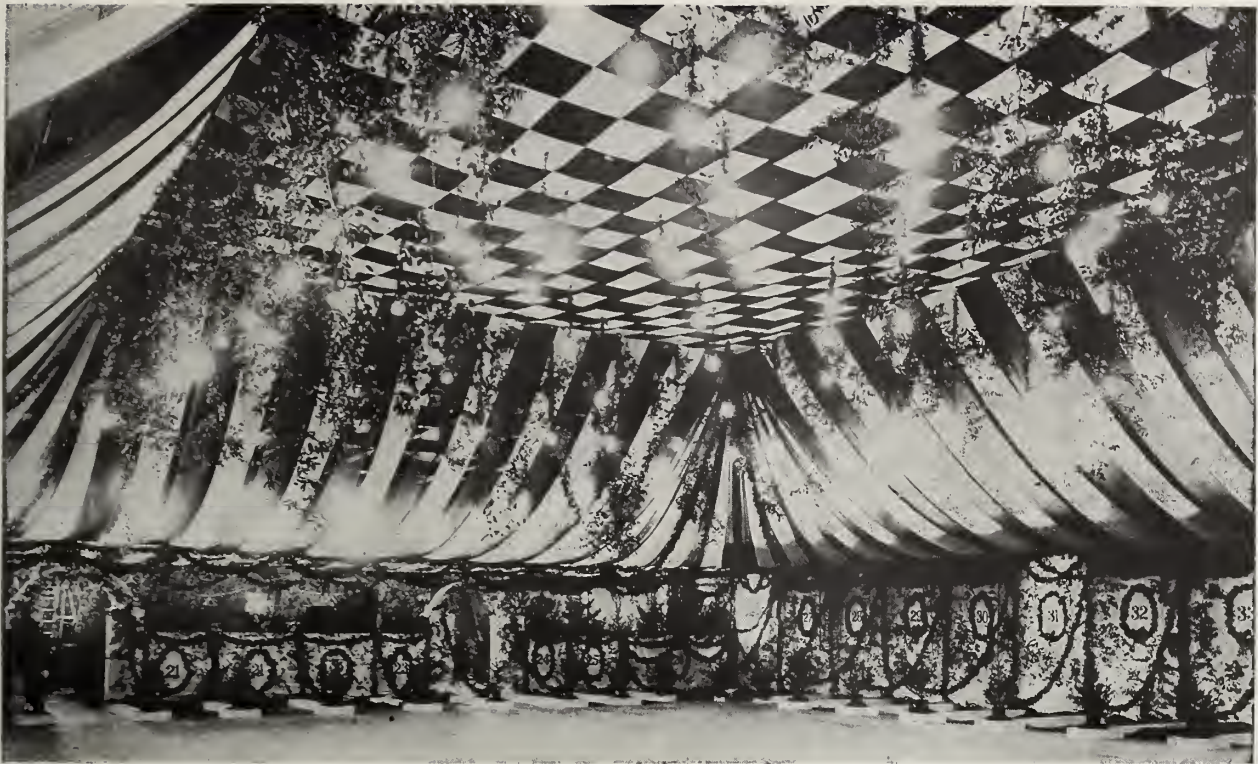


Plate No. 4316. Hall Decoration by John Wilson, Wilkesbarre, Pennsylvania.

The color scheme of this beautiful hall decoration was black and white, with a touch of scarlet here and there. The decorations were placed for the Smart Set ball held recently and were admired by all who saw them. One of

the particular features was the interwoven canopy top and the beauty of the entire decoration shows readily the artistic taste and originality of the display man. This decoration was declared the best ever seen in Wilkesbarre.



Plate No. 4317. Spring Display by Wm. H. Kinderman for Everett Dept. Store, Everett, Washington.

The pillars were covered with brown and tan marble wallpaper. The side walls and other plain colored part is in stone color, which was done by mixing stone colored calsamine with sea sand. Pink roses and rose vines and Japanese ferns include the decorations. The drapery back of the window effect was pink tarletan over green

tarletan. A three-foot space covered with natural sea sand was in front of the background. Fern and maiden hair and dry moss were used around the corners, etc. The other details may be seen in the photo. This window displayed upholstered reed furniture. The lion heads shown were of plaster paris.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
—WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF

The Lovely Spring Silks—Silks, of course, have no position to achieve. They are manner born to the crown and sceptre of fashion. The designers, knowing this, are not perturbed by questions of whether or no it will "take" and as a consequence they are free to give their fancy full play in the effort to make silk more beautiful than ever. This, it might be said, is the only way to develop a thing of exquisite art. To prescribe limitations in such matters is immediately to hamper and eventually to kill that fine spontaneity which is the very soul of anything beautiful.

Charming New Blouses—Perishable? Perish the thought! We admit that their delicacy and daintiness are suggestive of frailty, but we know there is service in every one. They are not more than four days from New York—and we speak with authority and finality when we say that they are authentic spring fashions, the "last word" of the fixers in Paris and Manhattan. A blouse of French voile sells for \$8.50; it is tucked and cross-tucked most prettily. High stock collar of white pique. A blouse of Georgette combined with hand embroidered Japanese silk is perfectly gorgeous—\$13.50. Crepe de chine blouses—combination of pink and white—\$2.50.

Spring Blouses of Voile—These blouses of voile, which so many women prefer, are of the fine evenly woven cotton voile, semi-transparent and delicately beautiful. They are trimmed with filet lace. Within the memory of woman there has not been a season when filet lace promised to be so overwhelmingly fashionable as this spring. Some of this filet lace has figures done by hand, other patterns are excellent imitations. And all these blouses are freshly new from the workrooms. Prices are \$7.50, \$7.75, \$9, \$11, \$11.75.

New Waistings—Indestructible voile and Georgette crepe in the newest block effects and Paisley designs; 40 inches wide, suitable for the new spring blouses, overdresses, etc., a yard \$2.50 and \$3.

Silk Petticoats—Fresh white sale shipment of double paneled white silk petticoats for house wear, \$3.75, \$3.85, \$5. Dress petticoats of taffeta, purple, blue, rose and other shades, extra good at \$3. All silk jersey petticoats and all taffeta petticoats Shirred and scalloped, \$3.85.

Spring Negligees—\$2 and \$3 for very attractive kimonos and cotton crepe printed with flowers in summer colors; those at \$3 are bordered with cherry and apple blossoms. At \$3—Printed voile negligees with lingerie collars and cuffs, trimmed with lace. At \$5—Negligees of printed voile, with scalloped edges; completely silk-lined. At \$3.75—Embroidered voile negligees, without lining.

Young Women's New Fashions—First of the advance spring fashions in sizes 14 to 20 years. Simple, very pretty dresses of crepe Georgette, taffeta and other new spring silks for afternoon. A few of the new spring styles in serge frocks and tailored suits. Brilliant new pleated plaid and checked skirts for sports.

Among the Women's Spring Sport Coats—Fibre silk coats, sash to match; in green, gold, rose, Copenhagen blue, black and white—\$5.00. Belted woolen coats, medium weight; green, corn, white, rose and Copenhagen blue—\$6.50. Shetland wool coats, with sash and sailor collar; in corn-and-white, purple-and-white, rose-and-white and Copenhagen blue-and-white—\$7.50. Artificial silk coats, in great variety—\$5.00 to \$25.00. Tyrolean wool coats, in Norfolk style—\$8.50.

New Spring Embroideries in Sports Designs—The wide voile flouncings for dresses and the allover embroidered voile. They are all of white voile with raised designs in white cotton, outlined with a color—green, blue, gold, lavender, rose; and in the flouncings, black is included. Allovers and flouncings are each 38 inches wide and \$1 a yard.

Short Lengths of Fine Laces Fraction of the Regular Prices—A clean-up of all remnants and short lengths of spangled laces, beaded laces, venise bands, shadow laces, gold metallic laces, novelty laces, black laces, silver metallic laces, embroidered chiffons and many other kinds, in various patterns and styles and widths. For quick clearance at 5c to \$1.98 a yard.

Fresh New Neckwear at 50c—The daintiest of organdy collars, in a variety of different shapes, large and small collars. Hemstitched, lace trimmed and hand embroidered. Splendid values at 50c.

Filet Lace Neckwear—Some exquisite new collars have just arrived, made entirely of filet lace or of combinations of filet lace and net, or crepe Georgette—\$6.00 to \$9.00.

Spring Woolens—42 to 56 inches, black and white checks; the fashion cry for sport suits, coats, skirts and dresses; a yard 59c to \$3.50.

New Pongee Sailors at \$1.95—Here they are—striped in green, in rose, in blue, in red—bright, new, fancy color effects, that will freshen up the wardrobe for the remainder of the winter season, and look well all through the summer. And you'd never judge these hats to be only \$1.95, they are so firm and substantial, so well put together and so good-looking. They have the oblong brim, the tall crown and the trim new bow fashionably placed right in the front.

Sale of Men's Tweed Hats at \$1.95—These hats were made to sell at a higher price, but owing to a remarkable special purchase we are able to offer them in this sale at \$1.95. All sizes are included and the variety of patterns in both smooth and rough tweeds includes plaids, stripes and fancy mixtures.

50c Printed Voiles at 22c—This low price of 22c a yard is less than it would cost to bring to this country printed voiles of equal quality today—if indeed voiles of such quality could be obtained. They represent the stock of an importing house, sold to us at a low price to clear the shelves of the importer, for no more of these patterns are available. Included are stripes of varying width, in many striking combinations; floral designs, black and white combinations, pin dots, coin dots, medium dots, Chinese allover designs, etc., on light and dark grounds, totaling more than 100 combinations. Widths 27 to 29 inches. Sold in our regular stocks up to last Wednesday at 50c a yard.

Very Smart Silk Blouses, \$3.95—One of color striped crepe de chine, various shades and assorted stripes, has pocket with button flap; cuff turnback and inside vestee, carried up on convertible collar of white crepe de chine. A blouse of Shantung pongee has deep sailor collar piped with pale blue silk, pale blue silk vestee, cuffs and yoke corded with pale blue, self-color and pale blue embroidery each side of front.

Moonlight Voiles, 75c to \$1.25—Shimmering with a luster that proves their right to the name "moonlight," these voiles are known far and wide for their beautiful combinations of black and white, and silver gray effects. Many new designs and in checks and plaids—about 35 in all—are ready for spring, with a number of designs carried out in sea foam green, plum and other popular shades; 39 inches wide.

18c White Nankeen Plaids at 11c—Five thousand yards, closed out to us by a prominent manufacturer, and arriving just in time for spring sewing. Suitable for dresses, pajamas and for summer curtains for cottages and bungalows; 36 inches wide. Mail and telephone orders filled.

New Nemo Corsets—Spring models, for slender, average and stout figures. Some very low-bust or girdle-top. At \$3.50—A graceful, comfortable model for slender women. Of beautiful pink or white brocade material; girdle top, free hips, medium-long skirt. At \$5.00—Self-reducing corsets, of plain white material; very low or medium bust. At this price also, Wonderlift corsets, for slender and medium figures requiring support but no reduction features. One lovely model is of pink material; girdle top; trimmed with pink satin, ribbon and lace.

Here is a Beautiful New Shoe for Women—Forecasting spring's favorite fashion, are these newly-arrived laced boots. They are of soft glazed kid-skin, in field-mouse brown and in silvery gray. High-cut (9-inch), with long, plain vamps; the shank high and gracefully arched; covered heels in slender Cuban-Louis style. The price is \$12.00.

Dresses.—19c. Short Dresses, soft cottons, yoke models. Sizes 6 months to 2 years. 49c. White nainsook Dresses, bishop and yoke models, prettily trimmed. Sizes 6 months to 3 years. 39c. *Special Values* 50c to 59c. Colored Dresses, gingham, trimmed with chambray; assorted colors. Sizes 2 to 5 years.

Men's \$1.50 to \$2.15 Shirts, \$1.25.—An especially fine collection of Soft Shirts—broken lines from our regular stock. Some were made in our own factory, others are from other good manufacturers. Of fancy striped, plain-finished and mercerized madras, and fine Japanese cotton crepe, in plain colors. Not all sizes in each line, but a complete range of sizes from 13½ to 18 in the assortment. Better see these early as possible.

Linen Shirts, \$2 and \$3.85.—Plain white linen shirts in two styles; one has pique collars and cuffs, \$2. Blouses of plain linen with polka dot collars or of linen with broad stripes of color are extremely attractive at \$3.85.

Lingerie Blouses, Values \$2 and \$3, at \$1.29.—A very interesting sale of Blouses, all fresh, crisp and new, recent models that will see their best season of wear through the summer. Included are batiste, voile, etc.; plain, lace trimmed, embroidery trimmed, etc. Some have deep sailor collars, some round flat collars and some of the convertible types. A pretty voile Blouse has solid tucking each side of fronts, fine linen filet lace on sailor collar and down the fronts. A very charming model of fine voile has hemstitched sailor collar, fronts and cuffs; design of hand embroidery and drawn-work on the fronts. Others as distinctive and fine.

Spring Fashion Corsets.—The new Parisiennes and the new Letitias both are very straight indeed in the back, and very low in the top. *Parisiennes—five models.*—A silk tricot with clasp front and elastic back at \$10.50. A pink-and-blue broche with bowknot ornamentation, \$18. A pink batiste with very few bones, \$6.50. Coutil with low top, elastic insertion and heavy boning in back and shoulders, \$13.50. Pink broche with very low top, \$10.

Children's Spring Shoes.—Misses' high lace boots, of kid, in white, trimmed in white. Flexible soles, \$5. Sizes 2 to 7. For girls at \$3.50. For children at \$2.75.

Good Shoes for Little Feet.—Girls' black calfskin and patent leather button shoes, sizes 2½ to 6, \$2.50. Boys' patent leather and black calfskin lace shoes, sizes 10 to 5½, \$2.50. Children's patent leather and black calfskin button shoes, sizes 8½ to 11, \$1.50, 11½ to 2, \$2.

New Embroidery Designs for luncheon sets, scarfs centerpiece and tea-table covers are being shown in the Art Needlework Store. So are designs for the embroidering of lingerie—princess combinations, nightgowns and envelope chemises. Needle-skillful women will find ever so many such new things here.

Why Black Umbrellas for a Rainy Day?—Nobody can tell you, but everybody has noticed that women incline toward the much pleasanter sports umbrellas in colors with their short handles, straight or oftentimes cords, straps or rings to hang over the arm. These umbrellas come in green, purple, brown, blue or red. They are so popular they have hardly time to remain in stock, and the prices are \$3.75 to \$7.50.

Women's \$1 & \$1.50 Gloves, 69c.—Nine hundred pairs of black glace kid gloves in one and two clasp styles will be offered tomorrow at the remarkable price of 69c a pair. These gloves are from the same lots which sold here regularly at \$1 and \$1.50 a pair, but owing to incomplete size ranges this special price is made for immediate clearance.

Shoes and Slippers.—1,055 pairs women's high shoes, now \$5. 1,016 pairs women's evening slippers, now \$3. The high shoes have sold here until today at \$6.75 to \$12—of these 245 pairs were \$10 to \$12. Now \$5. The evening slippers have sold here earlier for \$4 to \$6. Satin in white, pink, blue and black; a few of kid and patent leather; low and high heels. Now \$3. Please do not expect to find every size in every style. But all sizes from 2½ to 8 are represented.

Silk Underclothes from American Workrooms.—A charmeuse nightgown as plain as it can be is edged with a single row of good creamy Valenciennes for \$8.75. Or picture a nightgown quite plain, trimmed with a band of crepe Georgette and a single row of lace at \$6.75. Envelope chemises, \$5, \$5.75, \$6.75, \$8.50. Nightgowns, \$6.75, \$7.50, \$8.75, \$9.75, \$10, \$10.50, \$12.

Women's Crepe de Chine Dresses at \$22.50.—Charming frocks for afternoon wear, with double-tier plaited skirt and beautifully embroidered waist. Also a most exquisite, section-plaited skirt model with embroidered waist and new pockets. To be had in the most fashionable Spring shades, including Silver Gray, Beige, Copenhagen Blue, Reseda and Wistaria. Also in Navy Blue and Black. Sizes 34 to 44.

The Latest Millinery Vagary for Spring is a delightful combination of wool braid with Neapolitan straw. Floppy and large brimmed hats, so fine you can 'most see through them. They have deep, straight crowns, around which are applied glowing velvet or silk flowers, which harmonize with the bright silk facings on the under side of the brim. Not expensive—\$10 and \$12 each.

White Silks Are Always Good—These Are Especially Good.—Every woman who can use any one of these white silks for any purpose at all would surely be tempted to do so, considering the smallness of the prices. They are lovely for young girls' dresses, some of them would do for wedding gowns, others for blouses, linings or lingerie. Double-faced satin crepe, 40 inches wide, \$2.25. Soft satin taffeta, 40 inches wide, \$2.25 a yard. 35-inch taffeta, \$1.25 a yard and \$1.65 a yard.

A Sale of Women's Dress and Sport Skirts at \$5.—Skirts from regular stock combined with a special purchase of high grade skirts from a leading manufacturer. The materials include Velour Checks and Plaids, Imported Tweeds, Wool Poplins, Serges and Broadcloth. All sizes.

Silk Striped Voiles—Beautiful—New—Fashionable.—The added beauty of the silken threads upon the crisp sheer Voile weave is making these wonderfully lovely fabrics first favorites of Fashion. Some are in solid colors, the silk threads affording an exquisite contrast. Some are striped in narrow lines, some in wide bands and others show groupings of different shades.

Women's Silk Petticoats at \$4.98.—Exquisitely fashioned of Taffeta Silk, in new Paisley pattern, with ruffled flounces, or in all Silk Jersey with flounce trimmed with rows of shirring and cording. To be had in all the most desired colors.

Crepe de Chine Kimonos.—A shower of pretty pink and rose and blue negligees in selected qualities of all silk crepe. Hand-embroidered or trimmed with laces or refreshingly simple without any decorations except for tassels. Priced \$5.75, \$6.75, \$7.75, \$8.75, \$10, \$11.50.

Japanese Hand-Embroidered Kimonos, Special at \$1.95.—Illustrated at left. Exceptionally well made of cotton crepe, in assorted colors. Embroidered in white, and trimmed with bands of white crepe.

Some Very Good Chinese Rugs Just Came In—\$22.50 to \$75.—They come in very convenient and desirable sizes from 2.8x2.7 ft. up to 7.8x6 ft. They show blue, tan and brown backgrounds with various figured decorations and typically Chinese borders in contrasting shades. The colorings of all are noticeably good, those of the higher-priced pieces being particularly soft and pleasing.

Men's Silk Cravats at 39c, 69c, \$1, \$1.35.—Large, open-end scarfs, in beautiful floral, spot, stripe and Brochet Figure designs, made of exquisite silks from the leading mills of Europe and America. *At These Prices They Are Most Unusual Value.*

Always Use For Another Skirt.—At \$1.50, black or white linene skirts, for house wear or uniforms. At \$1.25, special lot of khaki skirts with pockets. At \$3.75, serge bloomers, acceptable to schoolgirls with "gym" work. At \$5, warm, good-looking corduroy skirts in brown, blue, green, gray and white. At \$10, smart satin or taffeta skirts in many styles.

Fashionable Skirts.—At \$2.85 are skirts of poplin, serge and mixtures. At \$3.85 are checks, plain colors and black and mixed worsteds. At \$4.50, a good-looking plain skirt of all black poplin, in 27 to 35 waist measurement. At \$6.75, skirts of satin, taffeta, plaids and plain materials, in beautiful styles.

The Dresses at \$11.75.—Serge Dresses, in black, navy blue, brown and plum color; surplice-front bodice, with deep, pointed collar; pockets in smart skirt; braid-bound collar, cuffs and pockets.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
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MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Display Men

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March 1917

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Ready for Spring Opening

REGARDLESS of the aggravating conditions which have existed during the past year and which have fell rather heavily on the big stores handling large quantities of imported merchandise, the display men of the big stores of Chicago, New York and other large cities say that the Spring openings will be on a larger scale and more elaborate than ever.

As soon as the holiday rush was over these men went right back into the hard grind of planning and preparing, and the results are sure to make a wonderful impression on the public when the curtains will be drawn aside in a few days. The exact day of the opening in Chicago has always been a carefully guarded secret among display men, but reliable authority informs us that the new Spring displays will be exhibited as early as March 5th. The talked-of plan to have all the big stores of Chicago draw their curtains on the same day evidently fell through, as it is a fact that some of the stores do not intend to observe the big opening until the 19th of March. However, the favored day for the event among most display men is March 12th.

§ §

ONE of the greatest forces in existence is that of co-operation and no organization or institution ever survived without that necessary power. This power is of the really tremendous importance that we say it is, and if all merchants in a town got together with a pledge to work for the common good this importance and power would be decidedly manifested.

§ §

N. C. F. M. Association Meets

THE sixth annual meeting of the National Commercial Fixture Manufacturers' Association was held recently at the Emerson Hotel, Baltimore, Maryland, with an unusually large attendance present.

The business sessions of the meeting were principally devoted to the consideration of plans for more uniform methods of general and cost accounting and the application of the association's uniform plan of cost accounting in estimating special work. A program of general educational work was determined on for the future and the association will, in accordance with the plans adopted, compile and issue a book giving complete information relative to the uniform plan of cost accounting which has been adopted by the organization, embodying in it all the data which the association has collected in the past, relative to determining the cost of production and other matters pertaining thereto.

The annual banquet of the association was held on Wednesday evening, January 31st, and Mr. R. J. W. Barker of Toronto, Ontario, acted as toastmaster and the speakers for the evening were Mr. Edwin F. Sweet, assistant secretary of commerce,

who gave a very interesting address on the subject of "Co-operation Between Government and Business," and Mr. Clinton H. Scovill of Boston, Mass., who took for his subject "Modern Industrial Cost Accounting." Several high class vaudeville acts added considerably to the evening's entertainment.

The officers chosen for the current year are as follows:

President, W. A. Pleiffer; vice-president, Tom Thoits; treasurer, J. H. Servatius; directors, H. R. Ruse, Baltimore, Md., S. D. Young, Grand Rapids, Mich., R. C. Forrer, Milwaukee, Wis., H. E. Pauk, St. Louis, Mo., J. H. Dimon, Columbus, Ga., G. W. Johnson, Moline, Ill., Fred A. Mailander, Waco, Texas, and G. M. Schwartz, Columbus, Ohio.

Arrangements were made with Mr. C. F. E. Luce, who has acted as secretary for the association for the past five years, to continue in his present position during the next two years.

It was decided to hold the next annual meeting of the association in Grand Rapids, Michigan, in January or February, 1918.

§ §

Begin Boosting Now

IT is not too early to begin boosting for the big convention to be held in St. Louis, and at this early date indications point to the greatest convention in the history of our organization. The local association at St. Louis has been busy for months; committees have been appointed, plans discussed—many of them already made, and altogether things are shaping themselves in marvelous fashion. The men who will entertain us at the convention have the hearty co-operation of all the merchants of St. Louis, the Chamber of Commerce and the leading social organizations of the city and it may be easily assumed that a big time is in store for us.

The Program Committee with C. J. Potter as chairman, has also been busy and at a recent meeting held in New York big strides were made in formulating plans. There will be men, new to the actual participation in the educational features, but well known experts in the profession, on the program which will be of great interest and educational value.

One very interesting feature of the work accomplished since the last convention will be manifested in the great number of locals formed. These new organizations will inject a live spirit in the mother association, as youth always does, and their welcome into the fold will be marked and sincere.

§ §

Big Prize to Allentonian

LINDEN J. B. SEWELL, Allentown, Pa., added another big prize to his already long list, this time the award being a two hundred-dollar Edison phonograph. Mr. Sewell is display manager for the Lehigh Valley Light and Power Company and the

contest was conducted by the Buckeye Electric Division of the National Lamp Works of the General Electric Company. This display man received his prize for placing the best window display of Mazda lamps.

In a similar contest one year ago Mr. Sewell was awarded an automobile for best display and last August copped the prize money offered by the Ganders, Frary & Clark Company of New Britain, Conn., for the best display of heating devices.

§ §

Books Slightly Damaged

WE still have in stock a few of those well known books—"The Art of Decorating Show Windows and Interiors," and "Sales Plans." These books are slightly damaged and for this reason we are offering them for **one-half the regular price**. The very slight imperfections appear on the covers only, the contents of each and every book being clean and complete.

"Sales Plans" contains a collection of over three hundred successful ways of getting business and shows a variety of illustrated plans that have been used by retail merchants to advertise and sell goods. While they last the price will be \$1.25. "The Art of Decorating" is a complete manual of window decorating and treats fully every important subject in the profession of window decorating. This book, slightly damaged we will prepay to any address upon the receipt of \$1.75.

§ §

WE are pleased with the great interest manifested in the big contest and during the last month over three hundred photographs were received.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1917 have been made as follows:

Walter E. Zemitzsch, St. Louis, Mo.
J. W. Turley, Hartford, Conn.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

The Value of High Class Draping

—Article 2—

By

T. Guy Duey

This is the second article of a series by T. Guy Duey, display manager for Wurzburg's, Grand Rapids, Michigan. The first of the series appeared in the February number and as the articles are written and illustrated by an expert in this branch, we recommend that they be read by all display men. They will be found very interesting and of unestimable educational value.—EDITOR'S NOTE.

✕ ✕

IN this, the second article of the series, I wish to place special emphasis on the importance of using the greatest possible care in the draping of all materials, and even more especially do I warn displaymen when the extra fine delicate fabrics are used.

Many display men who are given to this special branch of display work—full-form draping—make the mistake of using too many pins. Pins should be used sparingly and especially so if the draping is to be done with delicate materials, and if a little tact is used by the display man, he will find it possible in a great many cases, to substitute rubber bands or thread in the places where less tactful men would use pins. It may be readily seen by all men in the profession why I suggest this substitution—it is for the preserving of the material used.



FIG 1

While we are on this particular subject I would also suggest that an extra fine grade or quality of pin be used in all draping work. The dressmakers' pins are used but must be of the best quality, be very thin and possess very fine points. I would say that any size larger than F 3½ should not be used for this special work, and that the size mentioned is

plenty strong enough and sure to satisfy the draper.

It may be interesting to note that the present season, though in its infancy, has seen a comparatively small, yet definite, concerted movement exert a real influence on the demand and use of laces and embroideries as well as metallic cloths, tulle, etc.



FIG. 2

This fact should be and no doubt is of great interest to the display man, for there are no other lines which offer greater opportunity for him to display his artistic ability in the way of high class draping than in laces, embroideries and tulle.

Reproduced in connection with this article are several illustrations of a drape I recently made for the Wurzburg Store, Grand Rapids. The beautiful and striking gown shown in the photograph is a good example of simplicity of design and draping. This drape has no trimming of any kind except of the two widths of iridescent spangled band which was used to make up the wide girdle while three rows of narrow band to match were used on either arm.

Figure 1 shows the method of beginning the foundation. The material used is a coral shade georgette crepe. The end is shirred around one-half of the form at the bust starting in front. This is done without the use of pins by simply tying a piece of thread to the form. Then the other end of the fabric is taken and starting from the opposite side of the form and preceding as before the founda-



FIG. 3

tion is made for the other side as shown in Figure 2. Next, a fine yard piece of jet beaded chiffon is used and this is draped over all by the same method as used in Figures 1 and 2.

In Figure 3 may be seen the proper way to apply the girdle, which is made from five-inch iridescent spangled band. This material is placed around the form twice. Figure 4 shows the completed drape. Three bands have been placed around either arm.

The half-tone used at the conclusion of this article is a reproduction from photograph showing drape as it appeared in the display window.

One of the striking features in connection with the drape is the ornamentation used in the hair which was made from a narrow band such as ap-



FIG 4

peared on the arms, and two other ornaments borrowed from the millinery department.

Some realization of the value of such draping may be gained from the fact this particular drape remained in the window six days during which time materials for six complete gowns were sold and this



through the attractiveness of the drape. The other sales, such as small purchases in the department, and future sales as a result of the impression made can not be calculated.

~ ~

Novel Hosiery Display

A NOVEL display of spring hosiery and shoes was recently shown in one of the Market street windows of the Deisel Company, Lima, Ohio. A ballet dancer was wearing a gown composed entirely of silk hosiery in every shade and pattern. The hat was also made of silk stockings and the only other material used was a trimming of silk poppies.

Displayed around the figure were milady's boots in the new Spring styles and the window was finished with a statue and sign card in keeping with the rest of the display. The display was a novelty and attracted much attention.

~ ~

A NEW store front is being constructed for the A. Livingston & Sons' store at Bloomington, Illinois, and provisions have been made for large display space. Display Manager F. J. Farrell is planning a series of beautiful displays to be placed when the new front is finished.

SAFE-GUARDING THE MERCHANT

A TEN DOLLAR CHARGE SLIP AS IMPORTANT AS A TEN DOLLAR BILL AND IS MUCH MORE APT TO BE LOST
—THE NEW FILE WILL PREVENT LOSS

Donald R. Donley

ONE of the cleverest little business sermons that I have seen for some time consists of two pictures. One picture shows a bill hook on which hangs a lot of five and ten dollar bills, with the wording under it:

"You wouldn't take care of your money in this way."

The other picture shows a similar bill hook hung full of charge and C. O. D. bills. Under it is the legend:

"Why do you keep your valuable charge records like this?"

The more you think of these pictures the more you recognize the truth of the sermon preached. Inventive genius has provided modern means for safeguarding a merchant's coin and currency, even to the point of recording each transaction of each clerk who has access to the cash register. But, until now, the still larger leaks that come from carelessness in handling charge accounts have not been adequately provided against.

A charge slip for ten dollars against a customer is worth ten dollars, because, if the evidence of indebtedness is lost, the chances are that the money will be lost. Yet merchants and small manufacturers who sell on credit are woefully careless with their charge business.

Why is it, that of two merchants with apparently equal prospects of success and equally equipped with brains and business experience, one builds up a good business and makes money while the other, after struggling along for months or maybe years, fails?

My experience as a banker supplies the answer, that in almost every case where an honest, experienced, industrious merchant fails, it is because he robs himself of his profits through lax methods of handling his charge accounts. Indeed, it is almost axiomatic that any merchant, to prosper, must be careful with his credit business.

In making commercial loans the first questions I ask an applicant for a loan concern his charge accounts. If he can answer me at once, I know that he is in close touch with his business, deserves consideration and is entitled to a hearing as he at least knows what he is talking about. If he shows ignorance of the details of this vital part of his business, his application is politely refused.

The merchant who is satisfied with approximate totals—his own, or his bookkeeper's—is a poor risk and invariably on checking up a failure the receivers find the great majority of such credit accounts to be worthless.

A TYPICAL CASE

I remember one case of a merchant in a Western town who was reputed wealthy but who suddenly failed, and when the receivers went through his books they found \$85,000 of worthless accounts which the merchant had been carrying as good and collectable. These losses had two principal causes—credit risks that were bad from the start, and risks that may have been good originally but were allowed to lie so long that they became uncollectable



Plate No. 4318—Cigar Window by E. C. Roh for West's Drug Store, Grand Rapids, Michigan.

As may be readily judged this display was instrumental in arresting the attention of hundreds of passersby. It was in black and white and the brand of cigars featured

is known as the Black and White brand. The details of the window are very clear and needs no description here. The display was a big "business getter."

for various reasons. How much more that merchant lost by forgetting to charge altogether, nobody will ever know. And no one will ever arrive at even an approximate estimate of what it cost him to keep his charge slips on spindles on an open desk, where they could be tampered with or destroyed either by debtor customers or tempted clerks.

A REMEDY IS AT HAND

Now a new credit file that I have just seen will put a stop to all three of these serious forms of leaks. It really takes the place of both a day book and ledger, and the only "posting" that is done is the writing of the charge slip, of which the customer gets the carbon copy, and the filing of the original copy in this unique device.

The file is divided into two compartments, an open one in front, and, back of that, a locked compartment with a plate glass top. The act of pulling forward the vertical guides in the front compartment does three things:

1. It rings a bell.
2. It registers a serial number.
3. It opens the corresponding guides in the locked file so that the clerk can look through the glass top and see the previous charge slip of the customer, which is filed in such a way that the name and the total amount of indebtedness are exposed.

The clerk files the original sales slip under the customer's name in the front or day-book compartment, and each night the proprietor or his delegated authority unlocks the glass covered rear compartment and transfers the daily charges to the proper locations in the permanent, or "ledger" file.

DOES MANY USEFUL THINGS

The information locked under glass serves two purposes: First, a private mark, made by the proprietor or credit man, may tell the clerk that no

further credit should be extended to that customer without his personal O. K. Second, the clerk enters on the customer's bill the amount carried forward plus the amount of the customer's current purchase, the customer being handed the duplicate sales slip embodying this information.

It may be said, in passing, that this act of reminding the customer of his full indebtedness each time he makes a purchase is calculated to prevent disputes and to speed up liberal payments on account.

But, to my mind, the major function of this new credit-file is to compel the filing of all charge and C. O. D. slips in a safe place where they cannot be mislaid, altered or destroyed. Equally important is the fact that this file shows the proprietor of any business in a graphic way, each evening, exactly the extent and condition of his credit business.

PRIME CAUSES OF FAILURE

My experience as a banker and public accountant convince me that fifty per cent of the merchants who fail, fail through extending more credit than their capital warrants. They are blindly ignorant of the fact that far too many of their charge customers are not worthy of the credit extended. Careless habits of bookkeeping and filing are fatal to any business.

It is true, also, that most merchants get into deep water because they don't realize how much outstanding credit business they have upon their books until it is too late to save themselves. This new credit file not only tells them the general condition of their credit business but the actual status of each charge or C. O. D. account, as well as the amounts paid on account each day by each customer.

Its general adoption will greatly reduce the percentage of failure of retail merchants and small manufacturers.

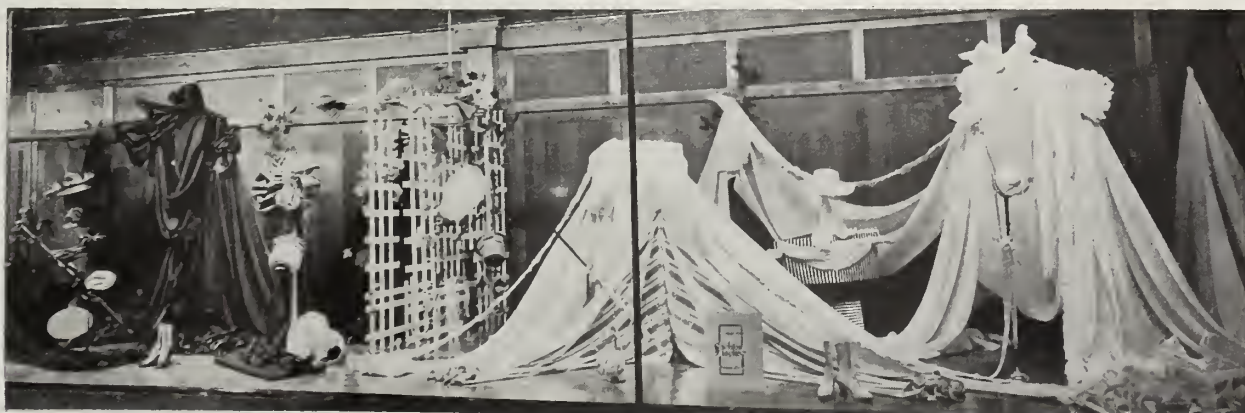


Plate No. 4319—Displays by Carl Hull for Varney Bros. Company, El Centro, Cal.

This window was outlaid with two corresponding displays, one in bronze color, the other in white. They were separated by a white lattice divider set off with foliage and Japanese lanterns. The permanent background

and floor was used and there were no decorations further than those appearing on the divider and the scant scattering of foliage about the background. Two neat posters appeared in the foreground.

CATCH PHRASES

SNAPPY EXPRESSIONS FOR SHOW CARDS AND ADVERTISE-
MENT HEADINGS—SOME ARE ORIGINAL, SOME BOR-
ROWED—ALL ARE SHORT AND TO THE POINT
AND BOUND TO ATTRACT ATTENTION

ALL WHO READ THIS CAN PROFIT
THEREBY.

* * *

SIMPLE, QUIET, BEAUTIFUL SPRING
BLOUSES.

* * *

A SHOE STORY INTERESTING TO
EVERYONE.

* * *

HAND MADE FROCKS FOR GIRLS—
DAINTINESS ITSELF.

* * *

ANY WOMAN CAN HAVE SILK HOSIERY
AT THESE PRICES.

* * *

QUALITY—COMFORT—FASHION IN OUR
NEW SHOES.

* * *

LOOK AT THESE BIG VALUES WITH
LITTLE PRICES.

* * *

WE INVITE YOUR INSPECTION OF OUR
MERCHANDISE.

* * *

FASHION IS MAKING URGENT DE-
MANDS FOR THESE FABRICS.

* * *

SUIT YOUR BOY, YOURSELF AND YOUR
POCKETBOOK WITH ONE OF OUR SUITS.

* * *

THIS DISPLAY ANNOUNCES THE INAUG-
URAL SALE OF SPRING UNDERWEAR
AND HOSIERY.

* * *

THESE GOODS HAVE BEEN DELAYED
BUT ARE JUST IN TIME FOR TOMORROW'S
BIG SALE.

* * *

IT IS ACTION MORE THAN ENCOURAG-
ING WORDS THAT MAKES THIS A BIG,
BUSY STORE.

* * *

HERE IS THE BARREL DRESS—THE
LATEST CREATION FROM PARIS—BIG
SHOWING ON SECOND FLOOR.

* * *

FRENCH SILK STOCKINGS—ORDERED
OVER A YEAR AGO—JUST RECEIVED.
DAINTILY EMBROIDERED ON INSTEP—
SOME HAVE RICH LACE PANEL ON IN-
STEP.

THIS IS THE STORE OF VALUES EX-
TRAORDINARY AND PRICES ORDINARY—
WE ASK A TRIAL.

* * *

THIS IS AN EXCELLENT TIME TO BUY
EXCELLENT GOODS—SUCH GOODS WILL
NOT LINGER LONG.

* * *

HERE ARE GOODS THAT ARE SENSIBLE,
SEASONABLE, COMFORTABLE AND REA-
SONABLE—WHAT MORE COULD ONE ASK?

* * *

IF YOU DON'T LIKE WHAT YOU SEE IN
THE WINDOW, COME IN AND WE WILL
SHOW IT TO YOU—WE HAVE IT.

* * *

WE WANT TO FIT YOU WITH CLOTHES
THAT ARE NOBBY, NEAT AND CHEAP—
CONSIDERING THE QUALITY.

* * *

FAULTLESS IN FIT, FABRIC AND FINISH
—THESE SUITS HAVE JUST BEEN RE-
CEIVED—A LIMITED NUMBER—COME IN
NOW.

* * *

ONE DOLLAR IS AN INVITING PRICE FOR
THE WOMAN WHO WANTS SILK STOCK-
INGS—EVERY STREET AND EVENING
SHADE.

* * *

THE MORE PEOPLE KNOW ABOUT
SHOES THE BETTER THEY WILL APPRE-
CIATE THESE VALUES.

* * *

A REMARKABLE OFFERING OF NEW
SPRING FROCKS FOR GIRLS—AT REMARK-
ABLE PRICES.

* * *

DISPLAY OF ONE THOUSAND HATS—
HATS FOR DRESS AND SEMI-DRESS—
SMART TAILORED AND SPORT HATS.

* * *

A DELIGHTFUL COLLECTION OF SILK
DRESSES FOR WOMEN—CHARMING NEW
MODELS—PRICES UNUSUAL.

* * *

LOOK AT THESE SHOES—THEY ARE
MADE OVER THE NEWEST NARROW AND
MEDIUM LASTS—THEY ARE NOT MADE
FOR SALE PURPOSES

* * *

NEW TAILORED BLOUSES—BEAUTY
FAR BEYOND THEIR SIMPLICITY AND
MOST UNUSUAL AT THEIR PRICES—
SMART, SEVERE AND SIMPLE.

GROWING POPULARITY OF SCENICS

SCENIC PAINTINGS FOR BACKGROUNDS VERY POPULAR
WITH DISPLAY MEN—SPRING OPENING AND
EASTER WINDOWS MADE BEAU-
TIFUL BY THEIR USE

Geo. W. Swift

THE merchant who does not believe in special window decorations is truly to be pitied, for his competitor who does believe in them is getting the business, and deserves it, because he is progressive. A merchant, no matter how small, can not

read such an ad. The same principle applies to the windows. Do not put the suits in a plain, undecorated window—a setting or temporary background is to a window display what an illustration is to a newspaper advertisement.

A decorative setting in the Spring Opening window will accentuate the newness and stylishness of all kinds of merchandise. Of course, decorations cost something; so do illustrations for the newspapers, and windows are far more valuable as a style announcer and sales producer than newspaper advertising.

Scenic painting is a form of decoration which is exceedingly popular with the display men for adding



afford to have ill-kept windows. Windows have passed the experimental stage and are considered a great asset in up-to-date merchandising.

Spring Opening and Easter offer unusual opportunity for the clever display man. It is the season when Miss Fashion arrives, and every display man should put forth extra efforts to make his windows most beautiful and attractive. Special decorations have to be planned and installed and if they are elaborate this necessitates a lot of work, but if just opening trims are placed without special decorations, extra care must be taken in their arrangement.

However, it is a well established fact that it pays to install special decorations for spring, and nearly all progressive stores make their opening displays quite elaborate. At such a time the finest goods in the store are placed in the windows, and to make a display of new stylish merchandise without a setting is to lose fifty per cent of the real value of the display. People like to see the change and in most cities women look forward with keen interest to the first showing of wearing apparel.

At this season of the year the people are interested in styles. In newspaper advertisements the advertising man uses the best illustrations he can get. In advertising men's or women's suits he uses a fine illustration to give life. He does not use just plain reading matter, because he knows many people would not

those touches of beauty, attractiveness and life to the backgrounds. These paintings may be easily purchased in proper spring coloring, in any sizes or shapes, to fit your individual requirements, from the several studios where the artists make a specialty of this work. Paintings should be ordered in plenty of time if good service is expected. The artists cannot anticipate the scenic paintings you want and they must paint your scenics after receiving your order. So plan your displays early, anticipate your needs and order in time for the artists to get your orders executed properly.

State street, Chicago, popularly considered the greatest show window avenue in the world, uses scenic paintings in the backgrounds profusely. Of course most of the scenic paintings are of an unusually high artistic merit. But, nevertheless, the principle shows that the display managers realize that scenic paintings, especially when the merchandise is of a high quality, add wonderfully to a display. In 1915, twice as many display men used scenic paintings in their window backgrounds as in 1914; 1916 doubled 1915, and indications are that this year, in comparison to last year, five times as many display men will use scenic paintings in their displays.

It is because they give that much desired touch of naturalness to the display, that scenic paintings are now used in the windows of the best stores throughout the country.

MOVEMENTS OF DISPLAY MEN

CRESCENCIO O. MORALES has accepted a position as display manager for the H. G. Wendland & Company, Bay City, Michigan. He was formerly employed at Lowell, Mass.

✕ ✕

DAVID H. SCHOEL is now employed as display man for the W. F. Martin store at Louisville, Kentucky.

✕ ✕

HE. HERROLD for several years with the H. G. Wendland Company of Bay City, Michigan, has resigned his position there to become display manager for the Brandon-Durrell Company, South Bend, Indiana.

✕ ✕

FRED AUSTIN formerly employed in the profession at Mankato, Minn., is now working in St. James, Minnesota.

✕ ✕

TC. WEBB has accepted a position in the decorating department of the Hunt Company, Tulsa, Oklahoma. He was formerly employed in the profession in Santa Fe, New Mexico.

✕ ✕

ABRAHAM S. BRAUNSTEADT who until recently was employed in Jacksonville, Florida, is now located at Wilson, North Carolina.

✕ ✕

JAMES V. TAYLOR, who until recently was employed in Poughkeepsie, N. Y., is now display manager for the Peebles & Purdy Company, Lawrenceville, Va.

✕ ✕

J. PURDY NORTHROP is now a member of the decorative department of the J. L. Hudson store, Detroit. Mr. Northrop was formerly assistant at Macy's, New York City.

✕ ✕

E. J. BERG, Omaha, Nebraska, president of the I. A. D. M., made us a visit recently. Mr. Berg came to Chicago to place orders for spring supplies, but he made several talks before display men's locals on his way from Omaha. The president is untiring in his efforts to organize new locals.

✕ ✕

C. F. WENDEL, display manager for the J. L. Hudson Company, Detroit, placed several orders for Easter and spring supplies while in Chicago recently.

✕ ✕

EDWARD O'MALLEY, display manager for the Chicago Store, Kankakee, Illinois, was in Chicago recently making his final purchases of spring supplies.

O. L. MONGER, display manager for S. A. Rathbun, Pontiac, Illinois, was in Chicago recently placing orders for artificial flowers, backgrounds and other spring supplies.

✕ ✕

C. W. TROWBRIDGE, display manager for Skinner, Chamberlain & Company, Albert Lea, Minnesota, was in Chicago recently and purchased his Spring supplies.

✕ ✕

P. N. WELSH, formerly with the Watt and Shand Company, Columbia, Penna., is now writing ads and doing display work for the Hydeman Store at Norristown, Penna.

✕ ✕

GEORGE A. SMITH of New York, specialist in manufacturers' window display advertising, was a recent visitor in Chicago.

✕ ✕

G. L. McCLELLAN, display manager for the F. Johnson Company, Holdrege, Nebraska, was recently in Chicago, Philadelphia and New York, purchasing decorating supplies and merchandise for his store.

✕ ✕

DICK MEYERS of the Emporium, St. Paul, Minn., was in Chicago recently visiting friends in the profession and placing orders for spring supplies.

✕ ✕

BEN J. MILLWARD with Mannheimer's, St. Paul, Minnesota, was a visitor in Chicago recently. He purchased material for spring decorations and stated that he had something unusual to show in his Easter windows.

✕ ✕

C. S. WOLFE, formerly with the Munker Company, Steubenville, Ohio, is now manager of the Art Service Company, Canton, Ohio.

✕ ✕

H. H. KLEINMAN, who was employed as display manager for the Thalman & Levi Company, Kokomo, Indiana, has accepted a similar position with the H. Shapiro Store, New York.

✕ ✕

MAX W. BOYD is now with the M. Schick & Company, Kenton, Ohio. He was formerly employed as display man for Meyer-Wilins Company, Quincy, Illinois.

✕ ✕

C. W. SCHEARER, who until recently was employed in the profession with Landauer's, Lincoln, Ill., is now located at Bloomington, Ill.



THE KOESTER SCHOOL

TEACHING

WINDOW TRIMMING SALESMANSHIP ADVERTISING
SCENIC PAINTING CARD WRITING

LARGEST AND BEST SCHOOL OF ITS KIND IN THIS
WORLD, OCCUPYING TWO ENTIRE FLOORS IN THIS
NEW 11 STORY MODERN FIREPROOF BUILDING

215 SOUTH MARKET STREET. CHICAGO, March 5th 1917

ALBERT A. KOESTER,
Founder

Author of first practical Book of Instruction on Window Dressing, 1896.
Founder of first School of Window Dressing, 1897.
Designed Exhibits for World's Fair, Chicago, 1893; for Berlin Exposition, 1896; for Paris Exposition, 1900; and the St. Louis Exposition, 1904.
Five years with Marshall Field & Company, Chicago.

GEO. J. COWAN,
President

Author of several Window Display Books.
Twelve years' experience in Dry Goods and Department Store Window Display.
Student of Chicago Art Institute, 1897-8.
Lecturer on Window Display.
For ten years contributor of Window Trimming Articles to the foremost trade papers of America.
Editor for eleven years of Window Display monthly of the Dry Goods Reporter.

E. M. LEWIS,

Instructor in Retail Advertising

Twenty-five years' retail experience from Clerk to Manager.
Graduate of well-known courses in Salesmanship.
Ten years advertising manager in retail stores.
Teacher of this subject for two years in New York City and three years at the Koester School.

W. H. BATES,

Window Display Instructor

Ten years' Window Trimming experience in Dry Goods, Shoe and Department Stores.
For five years contributor of Window Trimming articles to: Merchants Record and Show Window, The Shoe Retailer, Dry Goods Reporter, Dry-goodsman, etc.
Graduate of the Koester School.
Best known authority in draping.
Seven years' experience as teacher in the Koester School.

J. R. HUTSON,

Instructor in Card Writing

Two years with United Cigar Stores.
Six years Founder and Conductor of Card Writing School.
Four years with Gunning System.
Five years with Marshall Field & Co.
Five years as teacher in the Koester School.

C. A. FAUST,

Lecture on Shading Pen

Recognized authority on the use of the pen, and teacher of penmanship at Lane Technical High School, Chicago.
Twenty years' experience in teaching.

IRVING L. BRADFORD,

Lectures and Demonstrations

Twelve years' Window Trimming experience in Department and Dry Goods Stores.
Instructor in Columbia Institute of Mercantile Training, 1900 (first school of Window Trimming in America).

My Dear Sir:

More than one hundred young men enrolled at the Koester School during January and February of this year. Many of them have already accepted fine positions, and others will accept similar positions as soon as they graduate.

Just think of it! One or two short months at the Koester School, and a small investment in money has transplanted these ambitious young men from \$12 a week clerkships to positions paying from \$18 to \$35 a week--and opening out a very bright future.

The year is young yet. You still can take advantage of the most prosperous business conditions this country has ever known. You know better than anyone else if you are not getting your full share of this prosperity--and if you are not we bring to you this opportunity of preparing yourself at The Koester School.

Business is booming, and this makes a big demand for well trained men at generous salaries.

Positions are now hunting for good men of the Koester kind.

The opportunity of YOUR LIFE is here now. Plan to enter Koester School Classes as soon as possible.

Sincerely yours,

The Koester School,
215 S. Market St., Chicago

The Koester School is the only school having a complete corps of instructor with many years of actual teaching experience. Read their records.

ASKED AND ANSWERED

Note—In writing to addresses in this column, kindly mention the MERCHANTS RECORD AND SHOW WINDOW.

Matching Colors by Artificial Light

To the Editor of MERCHANTS RECORD AND SHOW WINDOW:

My firm have been subscribers to your journal for a great many years. Recently we have looked carefully to see if we could not find the name or advertisement of some lighting device that is practical for use in stores for matching colors in merchandise in the evening.

We at our store believe that some electrical genius ought to be able to invent a lighting device that would help match samples, thread, trimmings, etc., with suitings and other merchandise. It is impossible to do this with the ordinary store light. Much time is consumed in going to daylight, and of late we have had the usual number of cloudy, dark days. We are open three evenings a week.

If not too much trouble let me know through your "Asked and Answered" column if you can recommend any device along the lines we have described.

OLD SUBSCRIBER.

Answer—The above question is one that is very often asked of us in one form or another. With the wonderful things that have been done in the lighting industry it was to be assumed that a practical and economical device for matching colors by electric light would be worked out. We are reliably informed that an electric lighting unit has just been invented that will match colors as accurately as can be done in daylight. We understand this lighting device is in the course of manufacture and will soon be placed upon the market. Your name and the names of many others interested have been given to the parties manufacturing this lighting unit with the request that they furnish you detailed information as soon as possible.

Repairing Wax Figures

MERCHANTS RECORD AND SHOW WINDOW:

We have several wax figures that need retouching and refinishing and we thought that you would put us in touch with the right parties to do this work. We are desirous of having the work well done and at the same time at as reasonable a price as possible. We will thank you to give us this information through the valued "Asked and Answered" department of the next issue of the Merchants Record.

E. C., Hammond, Ind.

Answer—We refer you to any of the houses doing this work whose advertisements appear in the MERCHANTS RECORD AND SHOW WINDOW. Also any of our advertisers manufacturing wax figures. We recommend and guarantee all our advertisers and feel sure you will receive perfect satisfaction from any of them.

Suitable Stencils

Editor MERCHANTS RECORD:

I have great need of stencils and while I often make my own from paper they do not last and the expense attached to purchasing them is too great. I am anxious to know what other material I may get to serve the purpose.

R. E. F., Holliston, Mass.

Answer—Stencils may be cut either from paper or from a specially prepared soft metal, called stencil metal. The former kind are satisfactory enough when only a few plates are required from one stencil, but when larger quantities are required, metal stencils should be used. The paper should

be thick, tough and strong. It is prepared by dissolving shellac in methylated spirits. When it takes on the ordinary gum form spread over both sides of the paper with a brush. When thoroughly dry a second protective coating is added. The paper is then ready for stencil work.

§ §

Coloring Electric Light Bulbs

To the Editor:

I am pleased with your "Asked and Answered Department" and find a wealth of valuable information in it. I am now writing to the department for a suggestion regarding the coloring of electric-light bulbs. I have a great many plain bulbs and globes and often have wondered if I could not color some of them. Is there a simple way? I will look to the Asked and Answered column of March for my answer. Thanking you,

J. T. K., Sioux Falls, S. D.

Answer—We have in mind two substances which have proved themselves to be excellent vehicles of color. Both are water soluble. These are water glass (sodium or potassium silicate) and gelatine. Water-soluble aniline colors should be tried for tinting. Before dipping the bulbs they should be made as free as possible from all dirt, grease, etc. Gelatine solution should not be so thick that any appreciable layer of it will form on the surface of the glass, and to stop cracking a non-drying material should be added to it. Glycerine would serve this purpose well.

§ §

Lettering on Glass

Editor MERCHANTS RECORD:

I have had considerable trouble lettering on glass. Have tried black and white lettering but it seems that I have been unable to make the proper combination. At any rate, I have been unsuccessful. I obtain much valuable information from the MERCHANTS RECORD AND SHOW WINDOW and I refer every month to your "Asked and Answered" column with much eagerness. Kindly give me some information concerning my trouble in your next number.

Answer—Use lamp black ground in Japan, add a few drops of varnish or Japanese gold size. Then thin with turpentine. Use a camel hair quill Japanner brush. An indelible lead pencil should be used for layout. Mix only enough color for the current use.

§ §

Showing Wall Paper

Editor of MERCHANTS RECORD AND SHOW WINDOW:

I am planning on advertising wall paper in one of my windows in the near future and ask you to give me information regarding the best method of displaying the same. Thanking you and assuring you of the great good derived from the "Asked and Answered" department, I am,

Very truly, G. W. T., Yonkers, N. Y.

Answer—Temporary background may be inexpensively installed on which wall paper may be placed. If the paper is for dining room see to it that the window is fitted up as a dining room. Of course a few strips may be dropped from stands, but should not be placed in a manner which would discount the room effect.



A new, practical and ideal paper
for original and effective and
artistic window trimming

Plan now to use it for your

Spring Opening Windows

☞ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

☞ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flowers Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

☞ Now being used with splendid results by leading display men throughout the country.

☞ In stock in convenient size in many different colors and patterns.

Illustrated Booklet

Contains new and original background ideas. Also complete line of samples of all the different patterns of Onyx Paper. Sent free of charge. Write for one to-day.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



*Washable
Adjustable
Interchangeable*



The advantages that can be derived from the adjustable and interchangeable features of Culver wax figures and arms are readily appreciated by the display man who wants variety and individuality in his displays.

The great variety of natural poses in wax arms and the fact that any arms can be used and adjusted on any of our figures makes this variety of display possible.

**Culver's Wax Figures Are Both
Artistic and Practical**

Send for photos or call at our studio

IRWIN G. CULVER CO., Inc.
60 E. 8th Street New York, N. Y.

PRESIDENT, E. J. BERG, Omaha, Neb.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT
L. A. ROGERS
Detroit, Mich.2d VICE-PRESIDENT
MALCOLM
J. B. TENNENT
Portland, Ore.3d VICE-PRESIDENT
CARL F. MEIER
Davenport, Ia.TREASURER
W. H. HINKS
Minneapolis, Minn.

International Association of Display Men

CHM. PROGRAM COMMITTEE
C. J. POTTER :: St. LouisCHM. EXECUTIVE
COMMITTEE
A. W. LINDBLOM
Minneapolis, Minn.CHM. MEMBERSHIP
COMMITTEE
ED. O'MALLEY
Kankakee, Ill.CHM. PUBLICITY
COMMITTEE
D. B. BUGG
New YorkCHM. EDUCATIONAL
COMMITTEE
J. D. WILLIAMS
Cincinnati, O.

Send for Educational Matter

MANY reports from branch associations are coming in regarding the great help in making the work of their local meetings a success. Some, however, have not taken advantage of this matter. Get busy, boys, and send in a request for this instructive matter. It comes to you express prepaid. You are requested to forward it to the next place express prepaid—that is all. This should be fair and all are pleased with this method of handling the educational matter and I am sure all local clubs will be willing to do this.

Write to the secretary and state when you wish matter sent to you. It is ready and waiting for your call. You will find it a great help so do not hesitate. Show cards and photographs as originally entered in the contest make up the finest collection we have ever had. The stereopticon slides are all good. Splendid views that show up fine.

Just say when. That is enough. Get busy and see these while they are new. Next year we will have new ones again.

P. W. HUNSICKER, Secretary.

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Emblem to Be Selected Soon

THE drawings for suggestions for our official emblem are now in the hands of the executive committee and the president for selection. There are a total of sixty-eight suggestions that make a mighty interesting proposition for our committee to handle, and there are but few similar ideas in the whole lot. Each one is a little different and should afford plenty of opportunity for our committee to select a very clever design.

Some have suggested simple monograms. Others have suggested very elaborate designs, with color combinations too numerous to mention. But to prove that our members have initiative ability is but to see the drawings that are now being judged for the ideas they convey regardless of the efficiency in the drawing.

The artist's palette came in for quite a number of suggestions; also the peacock. This bird was suggested by several members and surely is a fitting emblem for our profession. It is the emblem of fashion. And the peacock desiring attention will make one of the most beautiful displays that we all delight to look upon. That is our business—displays to attract attention. Then why not the peacock for our emblem? The tack hammer, shears, pins, drawing instruments, money pouches indicating they are well filled were also very cleverly worked out in a number of designs. The wreath of honor was not forgotten and was worked into a number of designs. The flambeau, or torch of progress, was also evident in several.

Clever window displays are suggested in several drawings and wax figures, and pretty maidens are also brought out in interesting ways. The whole assortment will certainly give our committee something to do for the next few weeks.

Our committee will take the precautions to ship these drawings by express to avoid loss. We hope to have the report ready for the May issue of the MERCHANTS RECORD AND SHOW WINDOW, so watch for it. It is doubtful if the committee will have time to make the selection and get expert drawings made in time for the April issue. If possible, however, we will do it.

P. W. HUNSICKER, Secretary.

X X

Membership Is Growing

TO be sure, every display man is "up to his neck" in work at this time—all the time—to be more correct, but the Membership Committee has managed to give attention to its work in swelling the membership roll of the Association and in this number informs the I. A. D. M. that the returns for the past month has been very gratifying. Scores of letters have been received from men in the profession seeking knowledge regarding our grand organization and the outlook for a much increased membership is indeed bright.

The convention atmosphere is beginning to make

ONE OF SEVERAL
NEW MODELS IN
WAX. GLAD TO
SEND YOU PRICES
AND ALL OTHER
PARTICULARS



WE HAVE A NEW
LINE OF FORMS
ON WOODEN
STANDS AND
BASES. WRITE US
ABOUT THEM.

MODEL 16R

Send For Latest Photos and Catalogs

J. R. PALMENBERG'S SONS

EST. 1852

BOSTON
30 KINGSTON STREET
110 BEDFORD STREET

63-65 WEST 36TH ST., NEW YORK
FACTORY: 89 and 91 WEST 3d STREET, NEW YORK

BALTIMORE
Nos. 10 AND 12 HOPKINS
PLACE

If You Use Bodine Backgrounds

**You will have added dignity and
selling values to your Merchandise**

You need backgrounds, but they must be properly designed and colored. We can give you something entirely new and original. We do not piece together or give you a poor copy of something you have perhaps seen before. We are designers and originators, and back of our work we realize and know what your merchandise needs to make it stand out to the fullest.

Beautiful modern art, Egyptian, Japanese or any of the periods. Our ornamental wood-working establishment in which we are equipped to furnish you with any kind of scroll sawings or carved design, is at your service.

Plaster relief, urns, vases, panels, heads, etc., decorative landscape panels in modern art design and Spring colorings.

Write to us. Let an architect of color and design, who knows merchandise, furnish you with beautiful settings for your show windows.

Do Not Fail to Visit Our Show Rooms and Studio When in Chicago

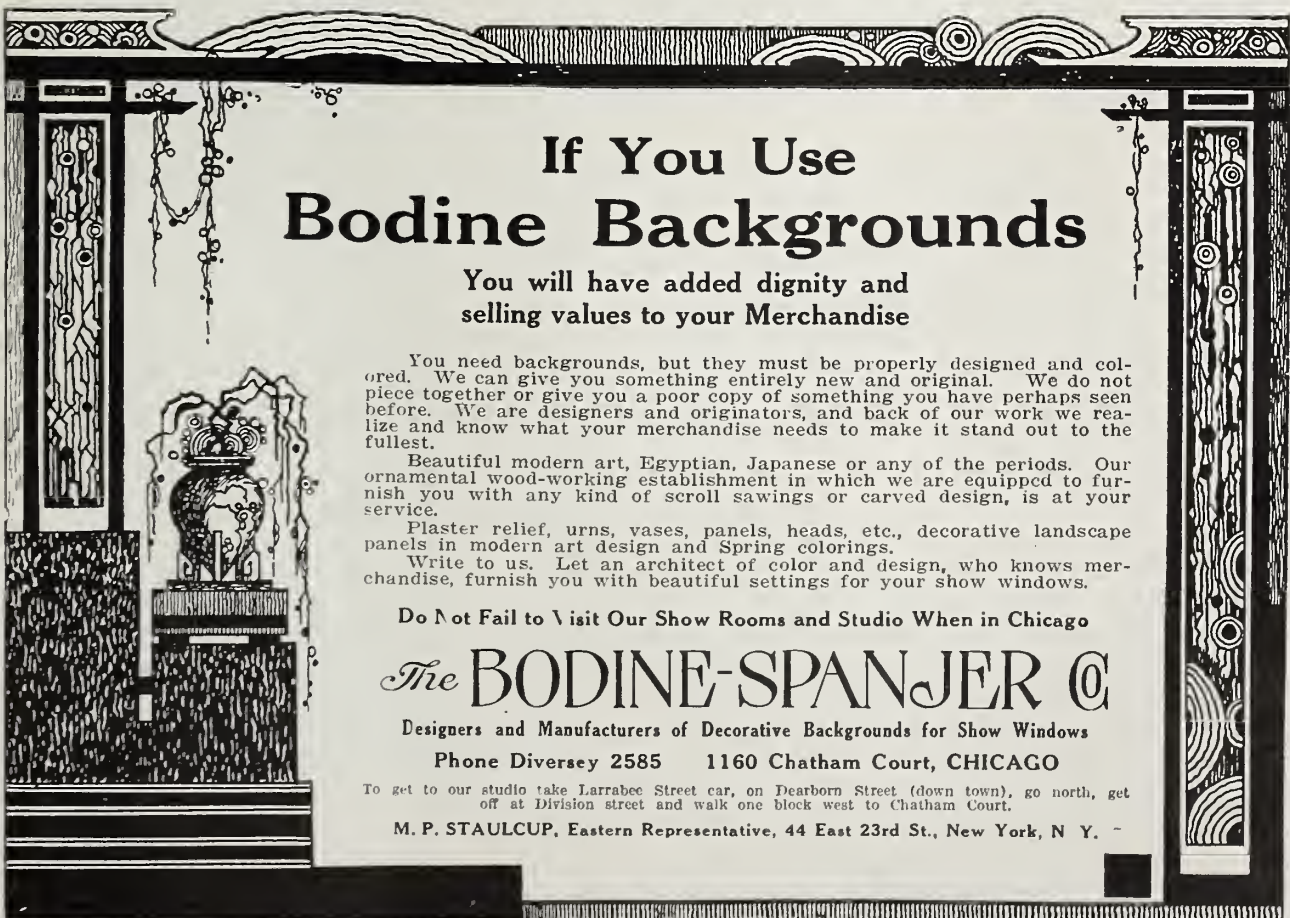
The BODINE-SPANJER ©

Designers and Manufacturers of Decorative Backgrounds for Show Windows

Phone Diversey 2585 1160 Chatham Court, CHICAGO

To get to our studio take Larrabee Street car, on Dearborn Street (down town), go north, get off at Division street and walk one block west to Chatham Court.

M. P. STAULCUP, Eastern Representative, 44 East 23rd St., New York, N. Y.



itself felt in no uncertain manner and every display man one meets these days is sure to mention the convention to be held in August. The activities of the St. Louis local are fine evidences that the next convention promises to be the best ever held. The men named on the committees by the St. Louis men are all "live wires" and princes among good fellows and whatever plans they formulate we may be sure, will be for the biggest convention and the best entertainment of the visiting delegates.

We understand that the question of changing the date of the convention is now in the hands of the Executive Committee and definite information will be published in the April issue of the journal. It appears to us that a change should be made to an earlier date both for the benefit of the display men and for the manufacturers of supplies and we are in hopes that the action of the committee will be favorable to the change of date. It is at the big annual conventions that the boys get many new ideas and providing the convention were to be moved ahead to July, the display men would receive many new ideas which they could put into effect at their Fall openings.

In closing we wish to again call the attention of every reader to our association. If he is not already enrolled as a member of the I. A. D. M. we urge him to obtain information regarding the many benefits to be derived from such affiliation. The Membership Committee will be pleased to supply any display man with full information in this regard and it is hoped that every man in the profession will get busy and take advantage of membership in this excellent organization.

Membership Committee,
EDW. O'MALLEY, *Chairman.*
X X

Baltimore Men Hold Banquet

THE second annual banquet of the Display Men's Club of Baltimore was held at the Emerson Hotel on Monday night, February 19th. It was the most successful affair of the kind that the club has ever held. Mr. J. Thomas Lyons of the Baltimore Sun gave an interesting talk, which was much enjoyed. The entertainment consisted of songs and dancing.

Those present were: Mr. Hughes of the Saks' Company, Mr. Carter of Harding & Company, Mr. Keyworth of the Young Men's Shop, Mr. Breslean, with Hecht's, and Mr. Carroll of The Mode, all of Washington, D. C.; J. Thomas Lyons of the Baltimore Sun, Walter Hamburger, Hochschild, Kohn & Co., Mr. Weisenberger, Steward & Company; G. C. White, The Leader; Mr. Katz of the Hub and Messrs. A. R. Frank, F. Schwartz, A. C. Barker, J. A. Wise, A. Mangano, Chas. C. Slaughter, Jos. Herbert, Geo. Cofer, S. D. Rosenblatt, Fred Lurz, David Jones, M. Berg, Mr. Sachs, R. Hess, Chas.

King, I. Glaser, H. Davis, Mr. Bass, M. B. Cloney, Mr. Rockel, H. W. Gillingham, J. E. Bonnett, T. J. Mardago, L. Milton Hartman, Jos. Wernig, Carl Kronitz, H. Yingling, B. H. Parker, R. Yingling, Carroll Cooper, Harry Gritzan, Jack Ribakow, Claude Colson and Earl Klinedinst.

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Grand Rapids Men Dine

THE Grand Rapids Association of Display Men held its monthly dinner meeting Friday night, February 16th, in the Y. M. C. A., Grand Rapids, Michigan, with a full attendance present. T. Guy Duey, display manager for the Wurzburg store, was toastmaster.

Arthur Lindblom, advertising manager and display man for the New England Furniture and Carpet Company, Minneapolis, gave an illustrated lecture on the relationship of window displays and newspaper advertising to the merchant, and short addresses were made by Earl Stall, W. Elliott of the Rindge-Krekel Company; and T. V. Ellzey of Pittsburgh, who is a member of the advertising staff for the Heinz Company.

Following the remarks by these men a set of stereopticon slides, obtained from the secretary of the I. A. D. M., were shown. This feature, the work of the Educational Committee of the I. A. D. M., makes a pronounced hit wherever presented and Grand Rapids men were no exception to the rule. Plans are now being made for the March meeting.

X X

A Correction

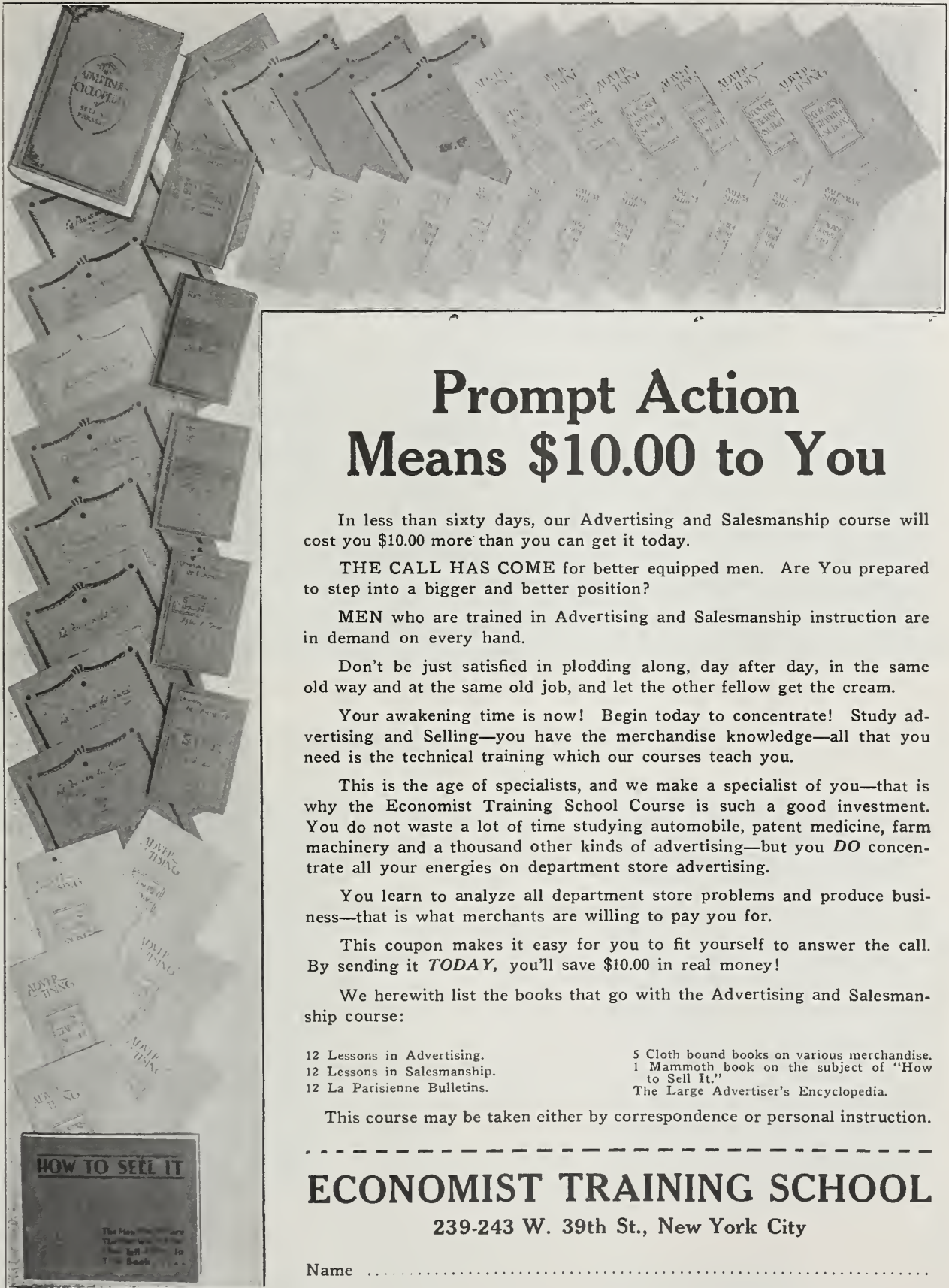
The display reproduced on page 20 of the February number and credited to H. H. Heim for The Marston Company, San Diego, Cal., is the work of Jerome S. Wensole, of The Plymouth Clothing Company, Minneapolis, Minn., and should have been credited to Mr. Wensole.

X X

Display Men Give Dance

A VERY successful dancing party was conducted on St. Valentine's night by the Reading (Pa.) Association of Display Men at the Masonic Temple, Reading, and was pronounced one of the most enjoyable functions ever given by this association. The hall was elaborately decorated appropriate to the occasion with hearts, kewpies, palms, ferns and potted plants. The committee in charge was: Walter R. Byar, chairman; Daniel Fletcher, H. G. Hieland and Harry E. Allison.

The Reading association has been in existence but a single year and from a charter membership of seven men the ranks have swelled until at present there are twenty-seven members with many more prospects. The association is making elaborate plans for the next convention of display men, to be held at St. Louis next August.



Prompt Action Means \$10.00 to You

In less than sixty days, our Advertising and Salesmanship course will cost you \$10.00 more than you can get it today.

THE CALL HAS COME for better equipped men. Are You prepared to step into a bigger and better position?

MEN who are trained in Advertising and Salesmanship instruction are in demand on every hand.

Don't be just satisfied in plodding along, day after day, in the same old way and at the same old job, and let the other fellow get the cream.

Your awakening time is now! Begin today to concentrate! Study advertising and Selling—you have the merchandise knowledge—all that you need is the technical training which our courses teach you.

This is the age of specialists, and we make a specialist of you—that is why the Economist Training School Course is such a good investment. You do not waste a lot of time studying automobile, patent medicine, farm machinery and a thousand other kinds of advertising—but you *DO* concentrate all your energies on department store advertising.

You learn to analyze all department store problems and produce business—that is what merchants are willing to pay you for.

This coupon makes it easy for you to fit yourself to answer the call. By sending it *TODAY*, you'll save \$10.00 in real money!

We herewith list the books that go with the Advertising and Salesmanship course:

12 Lessons in Advertising. 12 Lessons in Salesmanship. 12 La Parisienne Bulletins.	5 Cloth bound books on various merchandise. 1 Mammoth book on the subject of "How to Sell It." The Large Advertiser's Encyclopedia.
--	---

This course may be taken either by correspondence or personal instruction.

ECONOMIST TRAINING SCHOOL

239-243 W. 39th St., New York City

Name

Street

City State.....

I am especially interested in your
Advertising and Salesmanship Course.

DISPLAY MEN—SHOW YOUR PATRIOTISM



Plate No. 4320—Display of Middy Blouses by George B. Scott for Strouse & Bros., Evansville, Indiana.

Besides being a big sales producer and of great attention value this window injected the proper spirit of patriotism during the big wave of recruiting for our army and navy. This display appealed strongly, as was the attention of the display man, to many young men, and as a result it is said that a great number flocked to the navy recruiting offices and signed up as fighting men of Uncle Sam. The suit on the figure was a regular navy outfit and with the poster and pen-

nants, bearing the names of battleships, was borrowed from the local recruiting office. The floor was covered with deep green velour and flags appeared here and there amongst the blouses. Such a display may be easily worked out and used by display men and besides proving of much value to the store would serve as a good work by instilling the proper spirit during this great crisis. This display remained in the window for several days.

HARRY DAVIS, display manager for the M. L. Rothschild store, Chicago, was one of the first to inject the patriotic atmosphere into his displays, and at this time has a section of a State street window given over to the Boy Scouts. Figures clothed with scout uniforms appear against a large American flag serving as a background. Several photographs of the boys at work are shown including scenes showing them on parade, in camp and in military drills.

Beautifully lettered cards are placed about the window, each card giving a particular law or pledge of the Boy Scout organization. Several pennants with the word "preparedness" are also much in evidence.

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Tulsa Men Discuss Lighting

NEARLY a hundred members of the Tulsa Display Men's Association met at the Chamber of Commerce February 9th and discussed the fine points

of the use of electric lights in window display. H. W. Howe, Dallas, Texas, a lighting expert, was the principal speaker.

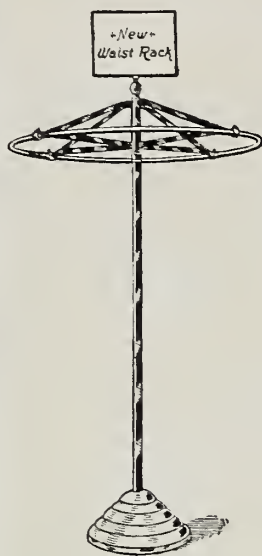
Showing three types of mazda lights in miniature windows, Mr. Howe demonstrated the relative effects of the lights in showing merchandise. The new day-light lamp was shown to give much more brilliant light which brought out the contrast of delicate colors.

Problems of distributing rays of light to the best advantage were discussed by various members of the organization who gave their own experiences and the devices they have employed. It was forcibly stated that it isn't the amount of light which counts, but the amount which can be distributed to the place where it will do the most good.

O. E. Wheete, president of the local association, led a round table discussion in which many ideas were discussed and their relative merits brought out.

At the next meeting George Williamson, expert in electrical advertising, will address the men.

New Waist Rack



No. 220 M.

A miniature of the suit and dress rack; top revolves easily. Furnished in Polished or Brushed Brass. Nickel, Oxidized or Gun Metal finish.

Price **\$7.50** Each Net

Metal and wood Display Fixtures, Display Forms, Wax Figures.

WRITE FOR PRICES.

S. M. Melzer Company

915 Filbert Street,

Philadelphia

C. B. TRACEY, Sec'y-Treas.

SPRING SCENIC PAINTINGS



No. 268. Per sq. ft. 25c



QUALITY
The Desire
for Quality
Is Natural
We Fulfill
Your Desire

Display Managers—

Our large new catalog filled with illustrations of beautiful **Quality** Scenic Paintings is **YOURS** for the asking.

THE SWIFT STUDIOS

466 East 31st Street

Chicago, Illinois

The Great Scenic Painting Studios

Feldman's Humanized Wax Figures



WE reproduce herewith photographs of one of our latest sitting Humanized French Wax Figures. Notice the human expression of the face, the natural life-like pose of the arms and graceful position of the body.

A special ball socket at the waist makes it possible to pose this sitting figure in many natural positions. We have photos of several more of our Humanized French Wax Figures which have just come from our expert modeler's workshop—if interested in these, photos will be sent on request.

We also have the 1917 models in waist and suit forms, with washable, non-crackable enameled busts.



Visit our New York show room.

FELDMAN FIXTURE COMPANY

24-26 West 30th Street

NEW YORK CITY

Manufacturer of French Wax Figures—display forms, metal and wood fixtures—valances and artificial flowers.

Beautiful Ball Room Decorations

T GUY DUEY, whose articles on "The Value of High Class Draping" are running in this journal, made a slight departure from the regular routine recently and executed a beautiful scheme of decorations for the annual ball given by the Babies' Welfare Guild of Grand Rapids, Michigan.

A decorative scheme of unusual elaboration was carried out in pink and white, the Japanese aspect being emphasized by the profusions of pink cherry blossoms which formed the most conspicuous feature of adornment. Entrance to the ballroom was made through a gateway formed by two white columns with a pergola top hung with sprays of cherry blossoms and southern smilax. Palms and ferns formed a further barrier flanked by gray lattice baskets with high French handles wound with smilax and pink roses. Down the center of the room stretched a pergola of white lattice work overgrown with smilax and pink rose vines. Hidden among the foliage were cages containing canary birds whose twittering voices mingled with the dance music.



Down each side of the room were boxes filled with pink and white chairs and divided by dainty cherry trees in white tubs. The background for each box was a divide of white lattice work draped with southern smilax. The gallery which was filled with spectators was festooned with smilax which connected ivory lattice wall baskets of pink blossoms. Between the baskets hung panels of Japanese fabrics framed in bamboo from which were suspended tiny Japanese lanterns of inlaid cedar wood painted with typical Japanese designs. The ballroom lights shed a rosy glow over the scene for the large suspended lamps were veiled with pink bunting shades from the corners of which hung pink tassels. The girders of the ceiling were draped with pink bunting and supported immense pink balls wound with blossoms of the same hue and smilax.

In the anteroom, where supper was served, the original white walls were enhanced by the white covers on tables and chairs and by the contrast of the pink curtains and pink veiled columns. On opposite walls were large mural paintings of classic subjects, the frames draped with sprays of smilax while pink rose vines clambered over the walls and entwined the pil-

lars. The tables were adorned with centerpieces of pink roses and white narcissi.

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Doings of St. Louis Display Men

THE annual election of officers of the St. Louis Display Men's Association took place at the regular monthly meeting held at the Planters Hotel, St. Louis, February 12th, and the new officers chosen and installed are: President, Walter E. Zemitzsch of the Famous-Barr Co.; vice-president, Joe Chadwick, Nugents Dry Goods Company; treasurer, A. M. Kuntz, F. A. Steer & Co.; secretary, B. A. Rainwater, Hess & Culbertson Co.; publicity director, George W. Foster, Browning, King & Co.; directors, J. T. Evans, A. A. Beyer and A. A. Hansen.

The Entertainment committee for the year will be: George Fehl, A. Bellison and C. Cruncleton, while George W. Foster and R. Flynn will boost the membership of the association.

The newly elected officers declared their intention of exerting their best efforts for the good of the organization, and though the year 1916 was a very successful one, it will be the aim of the officers and members to make the current year the best in the history of the St. Louis Display Men's Association.

The officers seated, the Entertainment committee announced that everything was in readiness for the best dinner ever tendered the display men and no one was missing when the roll was taken in the dining room of the hotel. The balance of the evening was given over to cabaret entertainment and when the party broke up at the midnight hour it was the unanimous opinion that the evening's meeting and entertainment was the best ever enjoyed by the association.

The next meeting will be held March 12th and Publicity Director Foster promises some real news and asserts that when this little surprise is sprung every display man will be glad St. Louis is the next convention city of the I. A. D. M.

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Install Officers at Charleston

THE Charleston, West Virginia, Association of Display Men enjoyed a banquet and entertainment at the Hotel Ruffner, Charleston, on the night of February 5th. Following the banquet and musical program which consisted of male quartettes, vocal and instrumental solos by the display men, a clever demonstration of show-card writing was given by H. H. Seay, one of the new members of the organization.

The newly elected officers were then installed by J. E. Hancock, the 1916 president. The men who have been chosen to guide the association for the year are: H. C. Burkheimer, president; L. T. Mathes, vice-president; Marcus Smith, secretary; O. M. Buck, treasurer; J. E. Hancock, M. T. Nelms and J. J. Bloom, trustees. The newly elected president installed the retiring president as a trustee.

To the Beginner in Window Display

We can show you a short cut to a good salary and save you years of unprofitable drudgery.

A short time each day devoted to the study of our practical and modern course in Window Display will teach you more in a few months than you could learn in as many years without our assistance.

Let us explain how you can continue to work and earn your full salary while preparing yourself for a better position, or a higher salary in your present position.

Our correspondence course of window dressing teaches in a simple, direct way the methods employed by the leading display men in showing all kinds of merchandise.

We will be glad to explain, without obligating you, every detail of our course if you will send us your name and address.

Write to us today and lay the foundation for a training that will insure you advancement and a better salary.

International Correspondence
Box 1456 **Schools** Scranton, Pa.



94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases

\$1.00

The Latest Book on Show Card Writing for the Retail Store

This book, just off the press, is specially written to be used by the card writer in retail stores. The authors are A. E. Hurst and C. J. Nowak, two of the best known men in this field. The book thoroughly covers the subjects of equipment, and gives all the latest ideas of interest to the card writer. Experts say that this is the best book, in the field, ever made to sell for \$1.00. Every man interested in show card writing for retail stores will get a big lot of help from this book.

Ask for the Haberdasher's Show Card Writing System

PRICE **1⁰⁰** PREPAID

The Merchants Record Co.
431 So. Dearborn Street, Chicago, Ill.

Your Store

can be made the Mecca of Spring and Easter purchasers by brightening your windows and increasing their attractiveness through

Daily's Scenic Paintings Air-Brushed Cards and Poster Cards

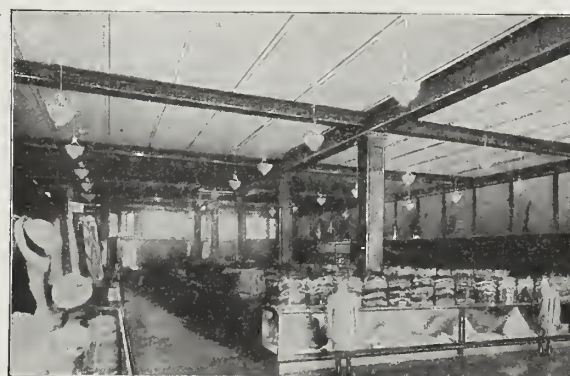
They're a valuable asset at reasonable outlay of money. Clever, classy, bright, snappy are our cards and backgrounds—the very quintessence of attractiveness.

Send for our circular M-3.

BERT L. DAILY

Advertisers Bldg., DAYTON, OHIO

NOTE: — "Perfect Stroke"
Brushes and Supplies include
all that the careful card writer
can desire.



A Wareroom Transformed by

CAREY

Ceil-Board
SUPERSEDES PLASTER
For
WALLS
AND CEILINGS

Look at this picture. Then read this letter.

"In January, 1913, we transformed one of our upper floors from an unsightly wareroom to a most beautiful salesroom at a very moderate cost with Carey Ceil Board. We are very glad to testify to its practicability and usage."

(Signed) The Melvin-Chicoine Co.,
Fred Chicoine.

When in the market for interior finish for store or window display, beautiful, practical and serviceable at a moderate cost, investigate Ceil Board. Booklet for window decorators on request.



THE PHILIP CAREY COMPANY
1030 Wayne Avenue, Lockland Cincinnati, Ohio

The new committees are made up of the following men: Entertainment, H. H. Seay, H. T. Allen and J. H. Dozier. J. E. Hancock, O. M. Buck and H. H. Noel will give the association plenty of publicity while it will be the duty of J. J. Bloom, W. H. Knapp, C. H. Davidson, J. L. Hendricks and J. C. Crawford to boost the membership of the local. The Visiting Committee is made up of J. C. McFarland, J. D. Matheny and Joseph Fry.

The officers seated, the business of the meeting was taken up and plans were made for a big Spring Dress-Up-Week to be held from March 15th to March 24th. After adjournment of the business meeting, the men went in body to a local movie theatre where arrangements were made to show the No. C-16 set of slides furnished by the I. A. D. M. The showing of these slides proved a big treat and the men were unanimous in the opinion that the Educational Committee of the I. A. D. M. should be highly congratulated on its fine work.

The local is already making elaborate plans for the convention to be held in St. Louis next summer.

§ §

Omaha Display Men Dine

THE display managers of Greater Omaha's retail stores held their second banquet of the season in the new Blackstone hotel, Omaha, Nebraska, on the night of February 1st. After a sumptuous repast, a series of stereopticon slides, matter from the Educational Committee of the International Association of Display Men were shown, and in connection with their showing a descriptive lecture was given by E. J. Berg, president of the I. A. D. M.. His talk was very interesting and highly instructive.

F. P. McGough, electrical inspector for Greater Omaha, followed Mr. Berg on the program and took for his subject "The Safe Wiring and Lighting of Display Windows," and it was well received. As per custom with the association, the latter part of the meeting was given over to open discussion and this part of the program has become a big feature of the association's gatherings.

It is the intention of the organization to hold a grand ball in the near future and many special features are now being formulated which will make the event one of the most beautiful of the season.

§ §

Big Meeting at Toledo

A ROUSING meeting of the Toledo Display Men's Association took place at the Commerce Club, Toledo, Ohio, on the night of February 21st. Twenty-two members of the association were present and the meeting was marked by the interesting and instructive features, the election of officers and an elaborate dinner. It was the monthly meeting of the association.

J. L. Shields, display manager for the Stein Company, was the head-liner on the program and demon-

strated the draping of wax models in connection with his very interesting talk on "The Dressing and Posing of Wax Figures." Following Mr. Shield's talk and demonstration a set of one hundred slides, matter from the Educational Committee of the I. A. D. M., were shown. This feature was very instructive and the association is now making arrangements for the showing of the next set of slides.

Frank G. Saxton, secretary of the Commerce Club, and J. H. Combs, secretary of the Retail Merchants' Board, were also on the program and Mr. Saxton told of the work of the Commerce Club toward civic betterment while Mr. Combs spoke on the progress being made in eliminating the smoke evil from the city.

This association recently affiliated with the Toledo Ad Club and it is expected that greater co-operation between the men engaged in the two big classes of advertising will result from the affiliation.

The men who guided the destinies of the association during the past year and who did much to place the Toledo local with the best locals in the country were unanimously re-elected with William H. Leal of Lasalle & Koch's, president, and J. L. Shields, secretary. The entertainment committee has arranged some exceptionally interesting features which will be presented in the near future.

§ §

Alamo City Men Elect

THE Alamo City Display Men's Association, a branch of the International Association of Display Men, held their first meeting of the new year on Monday evening, February 12th, at the Gunter Hotel, San Antonio, Texas. A large attendance was present and included many visitors whose names were proposed as prospective members.

Following an elaborate luncheon the election of officers for 1917 took place with Matt Markusich being re-elected president of the Association.

J. Neugebauer was named as vice-president and V. S. Carson and J. Huslage were elected to the offices of secretary and treasurer respectively. I. W. Molander was elected as trustee of the Membership committee consisting of George Baiser, chairman; Milton Varga and A. Boldt. Leon Bodungon was made chairman of the Social committee and O. H. Anderson and L. Sullivan will take charge of the Publicity department.

Meetings will be held the first Tuesday of each month and the men have many novel and interesting features planned for the year.

§ §

Wins Five-Dollar Gold Piece

H. J. WIGGE, of the William Hall Electric Company, has been awarded a prize of a five-dollar gold piece, in the National Mazda window display contest just brought to a close. There were over two thousand contestants and Mr. Wigge landed the forty-fourth prize.

**Always
Out in Front
with
New Ideas**



THE PEACOCK— A Regal Decoration

For hundreds of years the Peacock has been recognized as the "Bird Royal." Of all the feathered tribe, it is the most decorative and lends itself most readily to artistic effects. Artists in all ages have used the Peacock as a symbol of beauty.

We have done something that has never been done before—we have reproduced a Peacock for window and store decoration that has all the grace and beauty in line and color of the natural bird. The price of this unusual decorative

feature is so reasonable that the display man can use numbers of them without straining his appropriation.

Our Peacock will prove a pleasant revelation to the display man. Its beauty and originality will appeal to the most critical and the price will add to his satisfaction.

Be the first in your city to use this regal decoration. Write us and let us send you all the details about this wonderful innovation, the use of which will insure the success of your spring display.

**Other surprises in store for you.
New decorations soon to be announced for fall.**

Send for Rotogravure and Color Catalog—Copies Free.

BOTANICAL DECORATING COMPANY

208 West Adams Street

Chicago, Illinois

With This Complete Outfit, Ready for Immediate Use, You Can Clean and Retouch Your Own Wax Figures

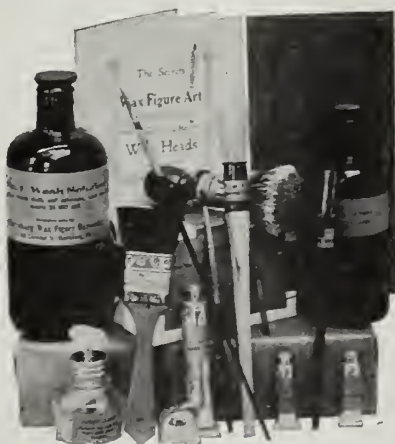
Producing the same clear (Oil) finish to your wax figures as they had when they were first purchased.

Without Restrictions—We positively guarantee this outfit to do satisfactory work or we will refund the money.

Formula of All Materials Is Included with the Outfit.

Now used by thousands of the leading stores everywhere.

OIL FINISH OUTFIT No. 5



Consists of the following:

Enough materials ready prepared to clean and retouch 100 full wax figures.

Complete equipment of tools required for the work.

Instruction book carefully explaining how to clean and retouch wax figures, also repair all broken and damaged parts.

Complete formula of all materials used in the outfit is included. This will enable you to replenish the materials as they become exhausted.

**PRICE OF COMPLETE OUTFIT INCLD- \$5.00
ING FORMULA...**

Send for Catalog. Also list of concerns using above outfit.

Harrisburg Wax Figure Renovating Co.

Catalog free. 335 Crescent St., Harrisburg, Penna., U. S. A.

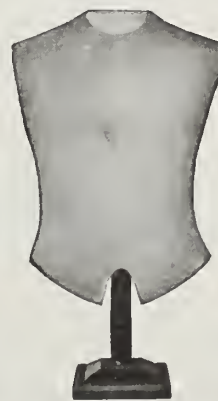
Goodform
TRADE MARK

Window Display Fixtures "All Connections Metal"

Combination Shirt Displayer

will display an endless variety of different lines of goods. The narrow and high chest effect will give your merchandise a swagger display. Costs less than one-half the price of a full form. Order a few.

WRITE FOR CATALOG OF DISPLAY FIXTURES



No. 545—Displayer
Trimmed with Pajamas

No. 545—Price \$2.00 Each

No. 545—Untrimmed. Full front Jersey covered, adjustable standard and tilting up

HINCHER MFG. CO. OF IND.
305-311 So. Fifth Ave. CHICAGO, ILL.

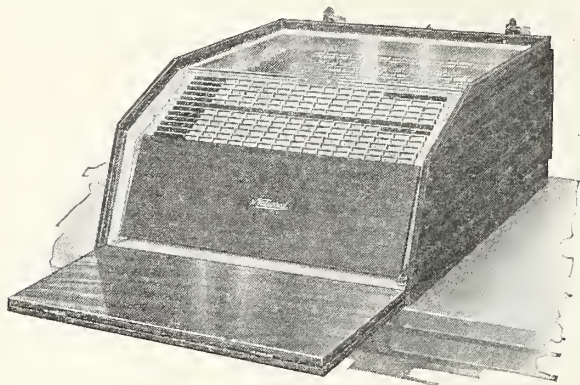
For Our Advertisers

New Credit File Invented

The National Cash Register Company has placed on the market a new device that will reduce to the minimum the work of keeping credit customers' accounts.

For many years there has been an endeavor on the part of inventors to perfect some sort of a device that would adequately protect credit sales slip records so that the slips covering past accounts might not be lost or destroyed. It is an interesting fact that The National Cash Register Company, after perfecting a machine to protect cash sales should now give to the business world this first mechanical device which so completely protects charge records.

The N. C. R. Credit File furnishes the maximum amount of speed in handling the credit transactions and in addition it provides a locked compartment for the storage of sales slips until the accounts are settled. Thus, the proprietor has complete control over his charge accounts. This locked compartment has a glass cover, constantly exposing to the view of the proprietor and employees the amount owing on each customer's account, but the records covering these accounts are only accessible to the one who has the key to the locked compartment.



A bell rings each time the file is operated and a number counter adds one each time the glass cover is closed. The entire file is made of steel and it is as near fireproof as its construction will permit. Tests, made at the factory, subjected the file to a heat exposure equal to an ordinary fire, resulting in no damage to the sales slip records it contained.

There are many possibilities in a system of this kind. Its most important function, however, is that of giving the proprietor the same protection in his credit customers' accounts when he is absent from the store as when he is present.

The protective features are as near complete as possible. The sales slips are placed in a daily file by the clerk or other person who has to do with the original credit transaction. This keeps each day's credit business separate from the previous days and furnishes the proprietor an absolute check on all these records.

At the end of the day the credit slips are transferred to the locked section of the file where they are accessible only to the proprietor of the business or someone to whom this responsibility has been designated.

The files are made in two sizes to accommodate the number of credit customers the merchant may have. They may be used singly or in units with equal convenience.

§ §

"Practical Air Sprayer No. 5"

Air sprayers for use in spraying paints and other liquids have come into such general use that they have displaced thousands of paint brushes. A new model in this line has just been put on the market by the Economy Manufacturing Company, Chicago. They call their device "Practical Air Sprayer No. 5" and it sells for \$8.00.

One very practical and appreciated feature is that the container for the various colors or liquids is a Mason jar. Either pint or quart size can be used. This makes it

very inexpensive to have several containers. If one is broken the operator can get a new one at the store for a few cents instead of having to send to the factory and be put out of business waiting.

Display men will appreciate this new practical air sprayer, for it will lighten their work in tinting backgrounds, lattice work, artificial flowers, textiles, or in fact anything to be used in the window or store. This No. 5 sprayer is adapted for paints, varnishes, lacquers, bronzes, enamels, aniline dyes, etc.

§ §

Merchants Hear Window Display Talks

George J. Cowan, president of the Koester School of Window Display, Chicago, was one of the principal speakers at the recent convention of the Retail Clothing Association of Ohio, held in Cleveland during the week of February 12th.

The Chicagoan's talk took place the second day of the convention and he first outlined the plans for the up-to-date store, including the construction and lighting of windows. The second part of his lecture concerned the window—its value to the store if properly handled, and the speaker made his words even more forceful by actual illustrations of how to make these windows attract trade.

Mr. Cowan's talk was very interesting and highly instructive and his illustrations were made by blackboard drawings and stereopticon slides.

On the 21st of February, Mr. Cowan acted in a similar capacity at the meeting of the Retail Clothiers' Association of Iowa, held at the Hotel Chamberlain, Des Moines, Iowa.

§ §

New Easter Booklet

The Doty & Scrimgeour Sales Company of New York have just issued the 17th edition of their booklet on novelties and general display work. Special pages are given to such features as changeable insert screens, knockdown pedestals, flower boxes, birds and borders. The booklet contains about sixty samples of paper for novelties and suitable for display work. Special attention is also invited to the "birds of happiness," novelty birds now being used by many display men.

§ §

REMEMBER, every display man is eligible to enter display photographs in the big contest now being conducted by this journal.



Plate No. 4321—Men's Furnishing Displays by C. C. Waite for Burden, Smith & Company, Macon, Ga.

Here is shown a display of men's dollar shirts and men's ties that proved its effectiveness by selling a great amount of merchandise. The permanent background with a large mirror in the center was used. The floor was covered with designed velour while the dividers were mahogany. A large, gold vase filled with flowers was placed in the center and lent a rich tone to the display. Large pieces of silk were used about the stands.



Ber-Zer
SCENIC PAINTINGS
OF SPRING

Upon receipt of your measurements and idea of your Display or color scheme, we will furnish color sketch with estimates.
Spring Stencils and Air Brush Cards. Send For Circulars

BER-ZER STUDIO
DAYTON, OHIO

*Beautiful, Rich Imitation Tapestry Paintings and Bronze Scenics—
Our Newest Specialties*

Artificial Flowers

Nature's Rival



No. 1013—Beautiful Wistaria spray, 5 ft. long, just loaded down with foliage and blossoms, latter from 8 to 18 in. long, in Pink, Yellow, Lavender.

PER DOZ.
\$39.00

No. 1014 vines to match

12 leaves, 4 blossoms,
1 yd. long.

PER DOZ.
\$5.00

WM. BUHRIG CO.
E. C. DIETZ, Owner
219 E. 34th St., New York

BRUSHES and SUPPLIES
FOR SIGN and SHOW CARD
WRITERS



A POOR
BRUSH never
works right—con-
sequently you can't do your best
work. Same thing applies to colors
and supplies. Strong's Supply Cata-
logue contains only such things as have
proven satisfactory. We will not experiment
on our customers—we do the trying-out
here and then sell such supplies as are best
for each class of work.

**Get Strong's Supply
Catalogue NOW**

Selling as much as we do gives us the chance to buy in large quantities and demand quality. We give this advantage to our customers. Our prices are absolutely right. Send us a dollar—tell us the kind of work you do—we will send you the best and biggest \$1.00 worth of Blue Handle Brushes you ever saw.

Detroit School of Lettering
1803 D. S. of L. Bldg. DETROIT, MICH., U. S. A.



EVERY
BUSINESS MAN
WILL TELL YOU

Special Sales That Are Successful Depend on
ATTRACTIVE DISPLAY MATTER

PAASCHE Famous 3-in-1 AIR BRUSHES

Make It Possible for You to Produce Best Results
Due to Their Wide Range, Speed, Durability, Efficiency

SEND US YOUR ORDER TODAY *Paasche Air Brush Co.* 7 So. Clinton St. CHICAGO

You Can't Do Good Work with Poor Tools
Paasche Air Brushes Best Obtainable
All Leading Show Card Writers—Display Men Use Them
Made in All Sizes for All Kinds of Work
Permits Use of Colors (all kinds)
USE CUP OR BOTTLE.

One of Our Many Popular Models

Combine Nature's Foliage

For Effective Spring Season Store and Window Decorating

Nothing will give such a degree of freshness to your displays of merchandise as these decoratives that nature has provided.

It is quite absurd to attempt to decorate your windows or interior for Spring with anything but nature's products. Just stop to think of it a moment and you will realize how impossible it is to imitate nature with artificial stuff, especially in the joyous Spring time.

Hundreds of stores are becoming converted every season to the appropriateness of using nature's offerings for their decorations.



**Beaven's
Southern
Wild
Smilax**

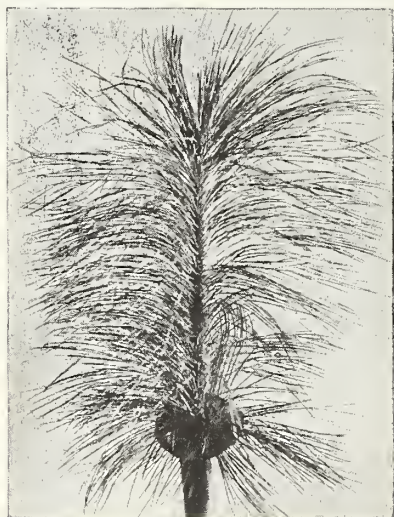
My Wild Smilax is of the superior quality that comes to you selected, all fresh and bright. When put up as a decorative it retains its attractiveness in color, grace and beauty for weeks.

PLAN NOW to make your June Bridal displays complete by using a liberal supply of "Beaven's Southern Wild Smilax."

Display men in various parts of the country are adding to their incomes by decorating houses and homes for June Weddings. For these decorations nothing can take the place of the use of my combination of nature's foliage.



Palm Leaves



LONG NEEDLE PINE

This popular green gives just the desired effect and finish to any display.



MAGNOLIA WREATH

It is absolutely impossible to describe in mere words the natural beauty and richness of our Magnolia. It will retain its velvety woods appearance for weeks when used in decoration.

Magnolia Foliage

No one knows the real Southern Magnolia unless they have seen our particular growing. The leaves are a beautiful lustrous green lined with a rich soft brown.

You can easily work Magnolia into countless attractive designs.

"We furnish the sprays—You make the wreaths."

Packed in same size cases as Southern Smilax.

No. 1.....\$1.00 No. 3.....\$3.00 No. 5.....\$4.00

No. 2..... 2.00 No. 4..... 3.50 No. 6..... 5.50

Southern Wild Smilax

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Cover Approx.	Weight	Price
1	100 sq. feet	15 lbs.	\$1.00
2	200 sq. feet	20 lbs.	2.00
3	300 sq. feet	25 lbs.	3.00
4	400 sq. feet	30 lbs.	3.50
5	500 sq. feet	40 lbs.	4.00
6	600 sq. feet	50 lbs.	4.50

	Each	Dozen	Per 100
LONG NEEDLE PINES	2 ft. 10c	\$1.00	\$ 6.00
As beautiful as palms in decorations.	3 ft. 15c	1.50	9.00
	4 ft. 20c	2.00	11.00

CHAMAEROPS PALM LEAVES } 25c per doz. \$2.50 per 100

	Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS	3 ft. 15c	\$1.50	\$11.00
Our native palm plants with their roots removed.	4 ft. 20c	2.25	15.00
	5 ft. 25c	3.00	20.00

SOUTHERN GREY MOSS 25 lbs. sack \$3.00

BEAVEN'S GREEN SHEET MOSS (Fadeless.) A splendid show window floor covering, price \$4.00 a sack.

Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates.

Beaven's Floral Decorations (partial list and quotations given above) are a selection of the very best that Nature has to offer. Try them at our risk. Entire satisfaction guaranteed or no money expected. Write for descriptive booklet.

Edward A. Beaven
Evergreen :: :: Alabama



Novelties For Window Trims

This Bird House is one of our many novelties and is very effective for Spring trims. It can be had with or without foliage. It is fully described on page 20 of our New Spring and Summer 1917 Catalog.

Our list of customers increases rapidly. Merchants all over the country now realize that The Adler-Jones Company is the best equipped Artificial Flower and Decorative concern in the field. We attribute this success to the fact that our Mr. Harry T. Jones is a practical Displayman and knows window requirements.

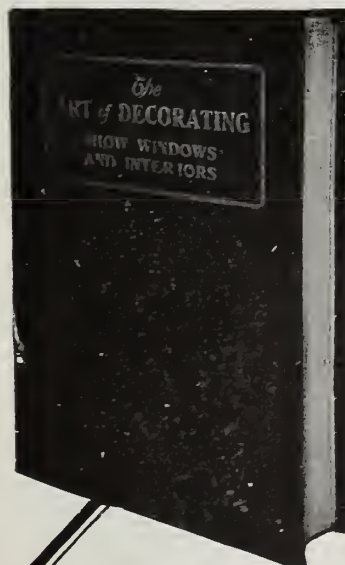
GET THIS BOOK OF **FREE** Artificial Flowers and Novelties

Send Now for this book—just off the press. Shows latest styles and hundreds of new designs and decorations of all kinds. Beautifully illustrated in colors—quoting lowest prices ever offered. Most complete of its kind ever published. Your chance to dress your windows in a way to make them pull. **SEND NOW** for your copy. It's free.

The Adler-Jones Service

The original and only bureau devoted to the betterment of merchandise displays. Personally conducted by our Mr. Harry T. Jones, recognized displayman, who for over 20 years has been managing State Street Displays. He will help you out of any difficulty. His advice and suggestions and help are at your disposal free. Don't hesitate to write and let him show you how to make your windows attract. Put your problems up to him. No obligation or cost whatever.

The Adler-Jones Co., Dept. A 333 So. Market Street CHICAGO, ILL.



The ART of DECORATING Show Windows and Interiors

This book is not the work of one man but is compiled from information furnished by more than one hundred of the leading window dressers of America.

410 PAGES (7½ x 10½)

of solid information on every subject pertaining to window dressing and store decoration.

If you want to know the latest and best methods of Displaying Every Sort of Merchandise you will find this book indispensable.

THERE ARE 618 ILLUSTRATIONS including special backgrounds, mechanical displays for all occasions, special feature displays for every season and every occasion. Diagrams and working drawings show how to build all kinds of mechanical and electrical displays.

The following are a few of the subjects treated of fully in this book: How to plan displays and select goods—How to construct frame work—How to drape—How to create perfect backgrounds—How to paint scenic backgrounds—How to make your own fixtures and use them—How to decorate for all national holidays—How to trim ledges and interiors—How to make plaster casts—How to clean and repair wax figures—How to make decoratives and flowers—How to do hundreds of other things in connection with store decoration. There is no other book like this. It is of the utmost value to the merchant or decorator. It is indispensable to the most experienced trimmer as well as the beginner.

Price \$3.50 a Copy Shipped, Prepaid, anywhere upon receipt of Price

SPECIAL COMBINATION OFFER For \$5.00 (Foreign countries, \$6.00) sent us, we will ship prepaid a copy of this popular book and will give you a receipt for one year's paid subscription to Merchants Record and Show Window. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer AT ONCE.

THE MERCHANTS RECORD CO., 431½ S. Dearborn Street CHICAGO

Always send Draft or Money Order (not Check) when ordering.

CARTERS FAMOUS GREENS

for Easter Displays

You will very soon want to put in your spring and Easter opening windows. Nothing is more indicative of the freshness of the season than my Smilax and other evergreens for decoration. I quote you a few items as follows:



The above illustration shows just a corner of our shipping department. On these beautiful days everything is handled out in the open where we are all right close to nature. Exceptionally fine crop this spring.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft. Price.....	\$4.50
Case No. 2 contains 400 sq. ft. Price.....	3.50
Case No. 3 contains 300 sq. ft. Price.....	3.00
Case No. 4 contains 200 sq. ft. Price.....	2.50

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price Per dozen.....	\$1.25
Per 100.....	7.00
Chamaerop Palm Crowns.....	Per doz. 2.00
Chamaerop Palm Leaves.....	Per 100 2.50
Sabel Palm Leaves, the large kind.....	Per 100 2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, per sack of 15 lbs.	\$2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 sq. ft.	4.00

Geo. M. Carter

Evergreen

Alabama

SPRING
1917

The New Refinements
in the

SUPERIOR

Line of Fixtures

make them the most desirable of any for every store use. Our line consists of Wax Figures, Papier Mache Forms, Wood and Metal Fixtures, Store Lighting, etc.

The new items recently added assure you one of the most complete lines on the market.

Visit Our Remodeled Show Room

Our newly remodeled display room, finished in white and French grey is, we believe, the most attractive display room of its kind in the country. Every item in our line is easily and quickly seen, thus saving you time in buying.

See Our Model Window

This complete show window is located in our newly remodeled Basement Display Room and is equipped with scientific Window Lighting, Valance, etc., etc.

If you can't visit us, write for catalog.

Superior Brass & Fixture Co.
316-18 West Jackson Boulevard, Chicago



No. 82
New 1917 Combination Garment and Draping form, lust finished in washable flesh color enamel, balance of body covered with white cloth. Sizes 36&16. Mounted on heavy, plated finish base. Special price, \$9.50.



PRACTICAL AIR BRUSHES

PRACTICAL AIR BRUSHES

USED EVERYWHERE

No. 1, \$7.00



You can use Metal color cups or Bottles

No. 2, \$8.00



PRACTICAL AIR BRUSHES

Patent Applied for

Patent Applied for

ECONOMY MFG. CO. (Not Inc.)

4755-57 London Avenue CHICAGO, ILL.

PRACTICAL AIR BRUSHES



Creators of the Newest Ideas in

Valances and Panels

Austrian Drape Shades a Specialty

Write today for our catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO



New Window Trimming Book

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The following is partial list of contents.

<ul style="list-style-type: none"> 2 New Year's Windows. 8 White Goods Windows. 1 Lincoln's Birthday Window. 4 St. Valentine's Day Windows. 2 Washington's Birthday Windows. 2 St. Patrick's Day Windows. 8 Spring Opening Windows. 12 Easter Windows. 6 Decoration Day Windows. 5 Fourth of July Windows. 7 Summer Windows. 	<ul style="list-style-type: none"> 2 Horse Show Windows. 16 Fall Opening Windows. 2 Carnival Windows. 3 Halloween Windows. 5 Thanksgiving Windows. 14 Christmas Windows. 16 Period Decorations. 10 Sale Windows. 2 Bas Relief Backgrounds. 2 Stencil Backgrounds.
---	---

and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50. Send your order in today to

Book Dept. Merchants Record and Show Window
431 So. Dearborn Street, Chicago

THE MERCHANT

who wants to make his advertising more effective should read The Advertising World—a magazine of great help to the retail advertiser. \$1 the year—and will pay for itself. A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD

Dept. M. R., COLUMBUS, OHIO

USE OUR

"RELIABLE SECONDS"

IN

SHOWCARD BOARDS

(WHITE AND COLORED)

AND SAVE MONEY

Samples and prices cheerfully furnished upon application.

DOUGLAS WRAY PAPER CO.

INCORPORATED

Largest Exclusive Dealers in
Reliable Seconds in Cardboards

PRINTERS BUILDING CHICAGO

The Art of Decorating Show Windows and Interiors

is full of just the practical plans and ideas that Merchants and Decorators want when getting up Decorations for any season or occasion. A Big cloth bound book—over 600 illustrations.

Sent Anywhere on Receipt of \$3.50
All Charges Prepaid

The Merchants Record Co., Publishers
431 So. Dearborn Street, Chicago

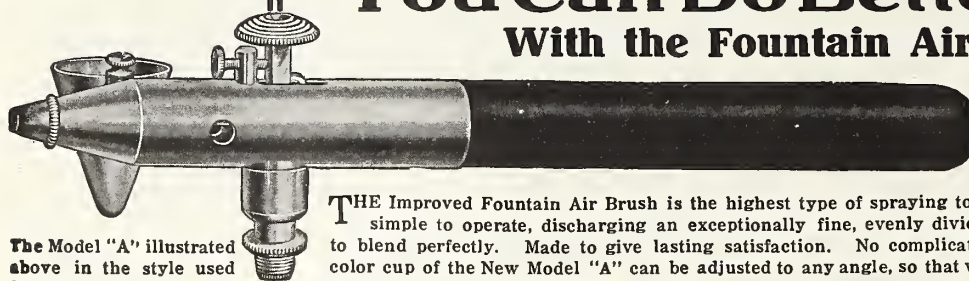
Adjustable Reflector for Show Windows

Especially designed for use with The Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



You Can Do Better Work With the Fountain Air Brush



The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1917 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl Street, NEW YORK



Attractive Background Papers for Spring and Easter Displays

In Rolls and Sheets

Send for our complete catalogue including our special novelties.

Flowers, Flower Baskets,
Pedestals, Borders,
Roping, Etc.

Dept. M

**Doty & Scrimgeour Sales
Co., Inc.**

74 Duane Street NEW YORK



Do You Know We Can Save You Money?

*"Direct Manufacturing
Tells the Tale"*

Full line of Fireproof Decorations shown in our Catalog sent free.

J. HARTWIG CO. 26-28-30-32 Pellington Place, BROOKLYN, N. Y.
Showroom: 24-26 W. 30th Street, NEW YORK

Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED—Thoroughly experienced window dresser and card writer desires change. Nine years' experience. Age 29. References, samples of work on request. Salary \$22.00. Box 296, Merchants Record and Show Window.

WANTED—A young man to trim windows and make signs in addition to duties as salesman.—Stack & Company, Superior, Wisconsin.

WANTED—Competent window trimmer and decorator. One who has had department store experience. State age, references and salary wanted. W. H. c/o Merchants Record and Show Window.

FOR SALE—High-class backgrounds for Spring or Fall Openings and Holiday displays. Used but once. Prices extremely low. For further information write, giving size of window. L. S. Ayres & Co., Indianapolis, Indiana.

FOR WINDOWS AND BACKGROUNDS

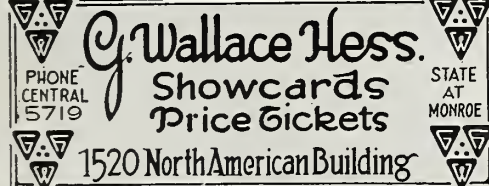
Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

CHICAGO



G. Wallace Hess.
Showcards
Price Tickets
1520 North American Building

CHICAGO

PHONE CENTRAL 5719 STATE AT MONROE

If you want your

Wax Figures

Repaired or Refinished

Choose JULIUS BLUMENTHAL.

1548 Wells Street :: Chicago, Illinois

It gives you that satisfied feeling that money is well spent
Also Restrung Display Dolls.

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO

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Publications of THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription \$2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, \$3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of \$3.50.

money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of \$2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of \$2.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays illustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of \$1.50.

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year	\$5.00
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year	4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year	4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add \$1.00 to "Special Combination" prices where \$3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

- "100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.
- "100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.
- "Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.
- "100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

Above named portfolios are printed upon high-grade half-tone paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription or renewal to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the portfolio desired must be requested with order accompanied by remittance of \$2.00.



Asparagus Vines
for window decorations in green
without flowers,
per running yard,
\$0.75.

Adiantum Ferns
natural prepared
fireproof in any
color as pink,
blue, lavender or
green, per 100,
\$5.00.



Rambler Vines

4271 Lattice work 54x36 inches decorated with natural prepared
fireproof smilax in any color with roses to match, each **\$3.50.**

Decorated with foxtails and smilax, each, **\$5.00.**

The above can be had in pink, yellow, blue or green.

Natural prepared transparent Florida smilax fireproof in 2 yard lengths 24 inches gradu-
ating to a point, in any color as pink, lavender, purple, green, per running yard, **\$0.50.**

Write for our Spring Catalog No. 48, size 11x16. Illustrations in colors. Free for the asking.

FRANK NETSCHERT COMPANY

61 Barclay Street, New York

MANUFACTURERS AND IMPORTERS OF ARTIFICIAL AND NATURAL PREPARED PLANTS, ETC.



A Real Display Equipment Catalog

of 304 pages, with attractive cover, is now on the press and will soon be ready for the mails.

No expense has been spared in making this the most comprehensive catalog pertaining to merchandise display ever issued.

On account of the great cost involved no general distribution of these books is planned, but we wish to place copies in the hands of those only who will appreciate and use them.

ASK FOR YOUR COPY NOW!

ANNOUNCING

"Componamel" Display Forms

Those who have experienced annoyance and expense occasioned by cracking and peeling of the usual kind of enameled papier mache form will welcome the introduction of "Componamel," the perfect form material.

This substance permits the faithful reproduction of the delicate contour of the ideal human figure, and makes possible for the first time a soft and velvety finish which climatic conditions, such as dampness or extremes of heat or cold, CANNOT cause to crack or peel.

No. 7618. This unusually attractive form has flesh colored, modeled "Componamel" bust and legs and jersey covered body.

Balancing screws in heels of weighted feet make it possible for these forms to stand securely without bracing.

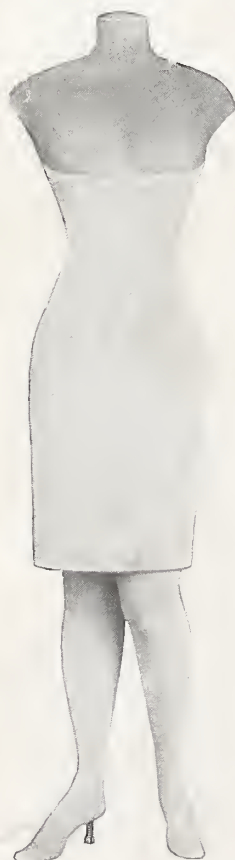
No. 7607. Note the beautifully modeled, flesh colored "Componamel" neck and bust. Balance of form covered with white jersey.

Mounted on highly finished standard and 10½ inch base.

PRICES ON APPLICATION

Curtis-Leger Fixture Co.

237 West Jackson Boulevard
CHICAGO



No. 7618



No. 7607

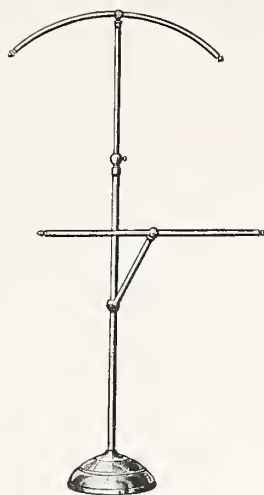
Everything in Display Equipment

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO



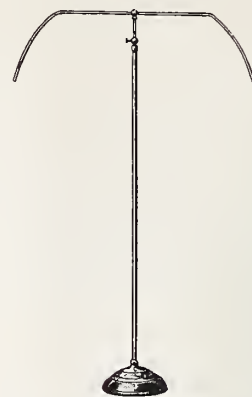
Norwich Fixtures

Will improve your displays
and increase your sales

Let us show you how



Catalog on request. Send for one.



The Norwich Nickel & Brass Co.

Norwich, Conn.

Salesrooms

New York
712 Broadway

Boston
26 Kingston St.

Compo Board for Back- Grounds

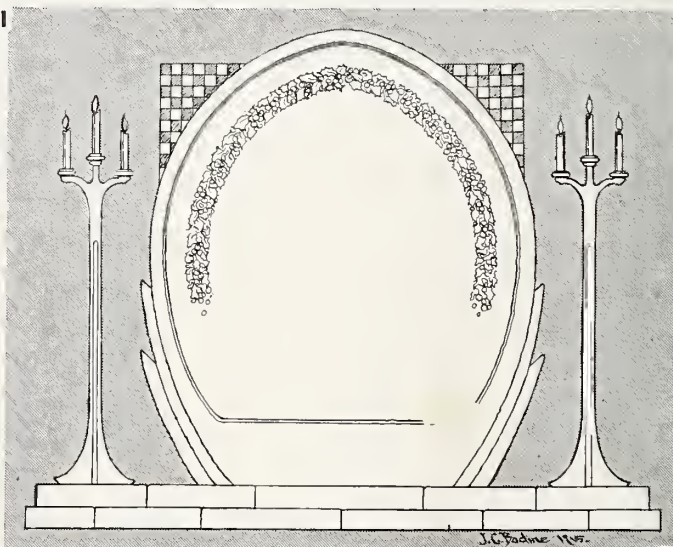
Compo-Board, the old original and reliable, is the favorite with expert designers and leading display men. These are the men who know from experience what is practical and best for their varied uses. The very nature of Compo-Board makes it available for any sort of use for window backgrounds and store interiors.

Compo-Board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about Compo-Board. Send for sample and copy of this book, it's free.

Compo-Board Co.

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA



Compo-Board Background Design, by J. Clarence Bodine

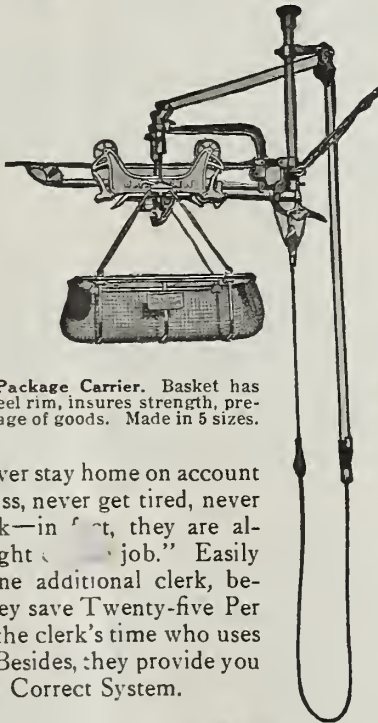
Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently, will not warp, buckle or split.

A PAGE FROM OUR BOOK OF SATISFIED USERS

We have hundreds and hundreds of such letters. This is an assurance to you that the Baldwin carriers will serve your purposes most satisfactory.

Read These Letters

Our 1917 Models
are the very latest refinements in Cash and Package Transmission.



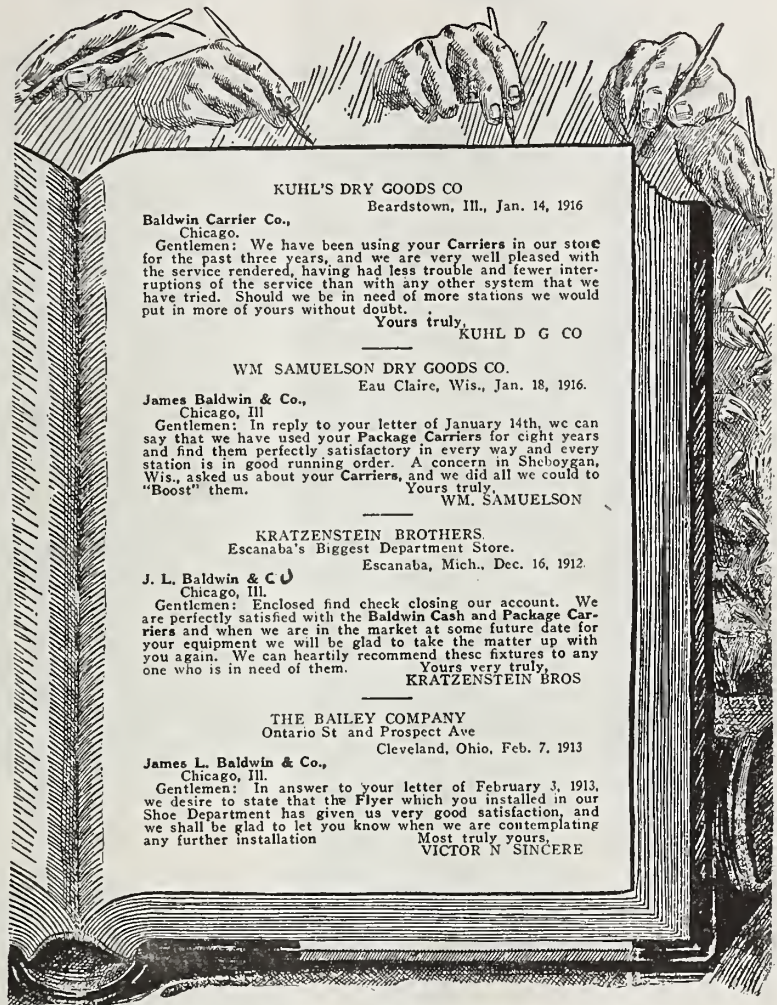
No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

They never stay home on account of sickness, never get tired, never talk back—in fact, they are always "right" job." Easily worth one additional clerk, because they save Twenty-five Per Cent of the clerk's time who uses them. Besides, they provide you with the Correct System.

Baldwin Carriers are the result of twenty-five years' experience specializing in wire line carriers. As specialists we can serve you BETTER.

James L. Baldwin and Co.

352 W. Madison Street, Chicago



KUHL'S DRY GOODS CO

Beardstown, Ill., Jan. 14, 1916

Baldwin Carrier Co.,
Chicago.

Gentlemen: We have been using your Carriers in our store for the past three years, and we are very well pleased with the service rendered, having had less trouble and fewer interruptions of the service than with any other system that we have tried. Should we be in need of more stations we would put in more of yours without doubt.

Yours truly,

KUHL D G CO

WM SAMUELSON DRY GOODS CO.

Eau Claire, Wis., Jan. 18, 1916.

James Baldwin & Co.,
Chicago, Ill.

Gentlemen: In reply to your letter of January 14th, we can say that we have used your Package Carriers for eight years and find them perfectly satisfactory in every way and every station is in good running order. A concern in Sheboygan, Wis., asked us about your Carriers, and we did all we could to "Boost" them.

Yours truly,

WM. SAMUELSON

KRATZENSTEIN BROTHERS.

Escanaba's Biggest Department Store.

Escanaba, Mich., Dec. 16, 1912.

J. L. Baldwin & Co.
Chicago, Ill.

Gentlemen: Enclosed find check closing our account. We are perfectly satisfied with the Baldwin Cash and Package Carriers and when we are in the market at some future date for your equipment we will be glad to take the matter up with you again. We can heartily recommend these fixtures to any one who is in need of them.

Yours very truly,

KRATZENSTEIN BROS

THE BAILEY COMPANY

Ontario St and Prospect Ave

Cleveland, Ohio, Feb. 7, 1913

James L. Baldwin & Co.,
Chicago, Ill.

Gentlemen: In answer to your letter of February 3, 1913, we desire to state that the Flyer which you installed in our Shoe Department has given us very good satisfaction, and we shall be glad to let you know when we are contemplating any further installation.

Most truly yours,

VICTOR N SINCERE

USE THIS COUPON

James L. Baldwin and Co.

352 W. Madison Street, Chicago

Please send me full information about

☐ Cash Carriers.

☐ Package Carriers.

Name

Town

State

Size of Store

*Either of These
Carriers Are Real
"Live Members"
for Your Sales
Force*



Washable
Adjustable
Interchangeable



How do you like my new gown?

Another illustration of "Expression" in arms and arm posing which shows how necessary correctly modeled and posed arms are to the grace and unity of the entire figure.

Culver's wax arms are made in a large variety of natural poses, all interchangeable with any Culver figure and are modeled to give expression.

Send for photos or if in
New York visit our Studio.

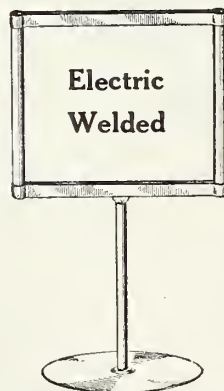
IRWIN G. CULVER CO., Inc.
60 E. 8th Street New York, N. Y.



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +
Experience, Service, Satisfaction
and
Reliability

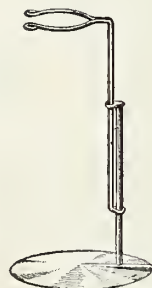
Send For a FREE New Catalogue

Polay Fixture Service Inc.
519-521 N. Halsted St. CHICAGO, ILL.



PRICE CARD STANDS

Nickel, Gun Metal or
Oxidized.
"T" Stands, Easels,
Display Racks, Etc.



"JAXON" DOLL
STANDS

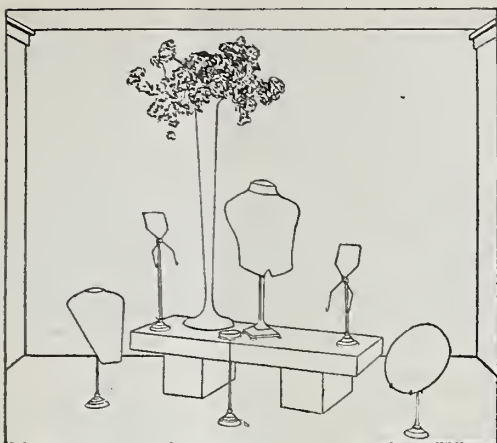
Adjustable—6 sizes.
Lustre Finish.
Catalog No. 26
Upon Request.

J. B. Timberlake & Sons, Mfrs.
Jackson, Mich.

LEARN SHOW CARD WRITING

17 CHARTS of practical instructions for the beginner. Specimen cards beautifully designed in six colors and bronze. Specially ruled practice paper to make it all the simpler. Sent prepaid upon receipt of price. **\$1.50**

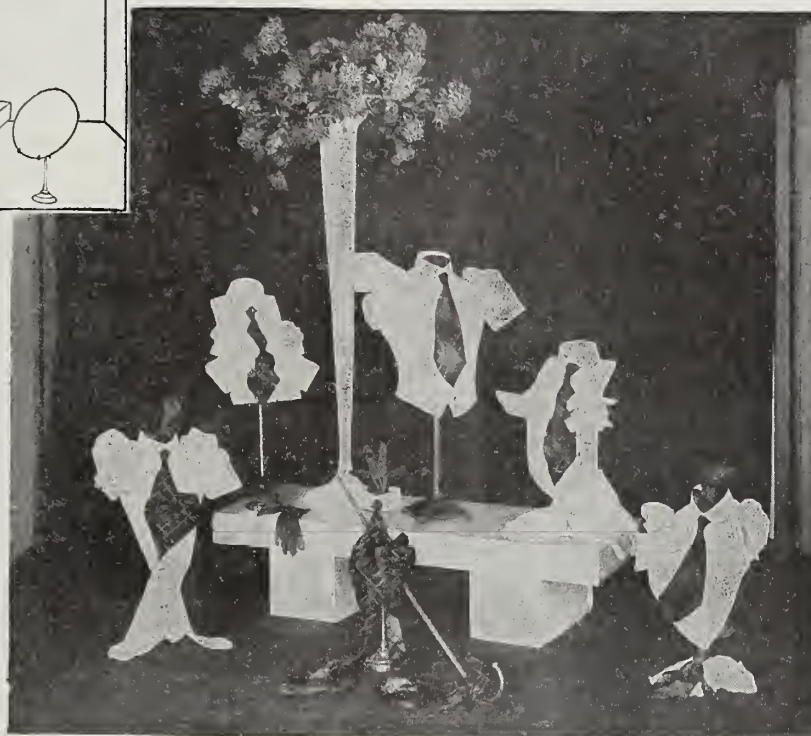
The Merchants Record Co., Chicago



The above illustration shows just what Hugh Lyons fixtures are needed for a most effective display of men's furnishings.

This grouping is especially suitable for a small window display or for an outside show case display.

The illustration to the right shows one of the many ways of arranging and trimming these fixtures.



Make Buyers Out of Passersby—

How many people pass your store daily? Did you ever count them? The total would undoubtedly be a big surprise to you.

Perhaps there are 500 or 5,000. Every one, however, is a prospective customer.

And how many of these prospective customers are attracted to your windows?

How many stop before some display?

What proportion then enter your store and make a purchase?

You should know whether your windows are big producers. Your displays should be the most effective cogs in your sales organization.

If your displays are not building up a profitable business for you, something is wrong. Perhaps it is your fixtures. If so, we can aid you.

We will be pleased to send you our catalogs and magazine, "Complete Display." They tell you how to make buyers out of passersby.

Every Merchant and Display Man should read "COMPLETE DISPLAY"—the Lyons magazine. It's newsy, breezy and brimful of good ideas. We shall send it regularly upon your request.

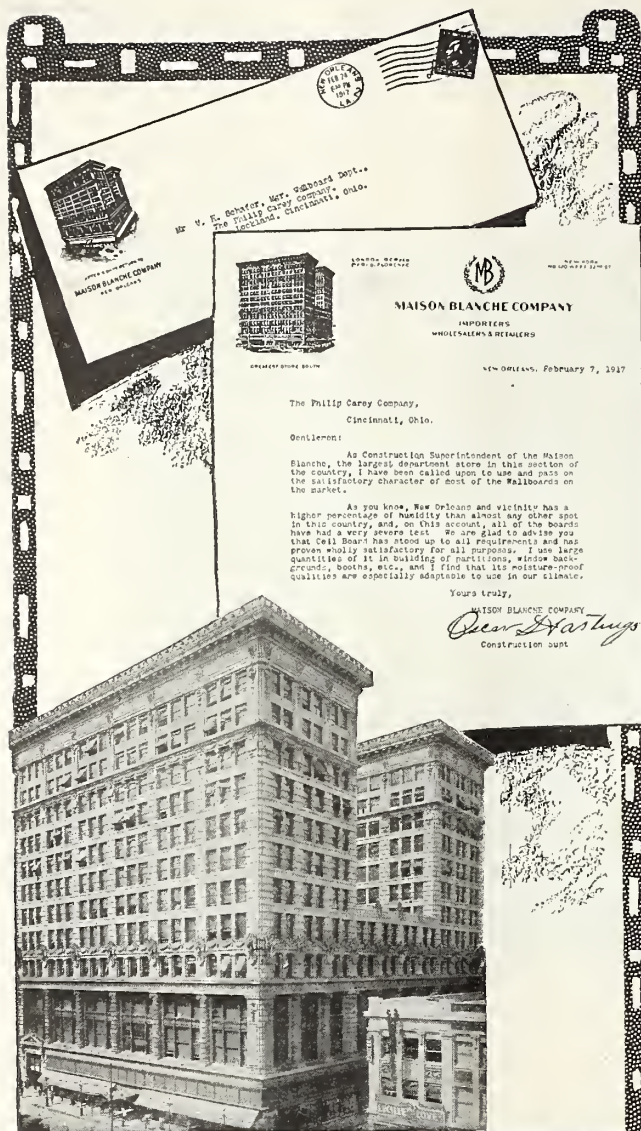
Hugh Lyons & Co.

1000 East South St.

Lansing, Michigan

NEW YORK SALESROOM
35 West 32nd Street

CHICAGO SALESROOM
234 South Franklin St.



LETTER TO THE PHILIP CAREY COMPANY
MAISON BLANCHE COMPANY
NEW ORLEANS

Mr. V. E. Behr, Mr. Edward Dett...
The Philip Carey Company,
Cincinnati, Ohio.

MAISON BLANCHE COMPANY
IMPORTERS
WHOLESALE AND RETAILERS

NEW ORLEANS, February 7, 1917

The Philip Carey Company,
Cincinnati, Ohio.

Gentlemen:

As Construction Superintendent of the Maison Blanche, the largest department store in this section of the country, I have been called upon to use and pass on the satisfactory character of most of the Wallboards on the market.

As you know, New Orleans and vicinity has a higher percentage of humidity than almost any other spot in this country, and, on this account, all of the boards have had a very severe test. We are glad to advise you that Ceil Board has stood up to all requirements and has proven wholly satisfactory for all purposes. I saw large quantities of it in building of partitions, window backgrounds, booths, etc., and I find that its moisture-proof qualities are especially adaptable to use in our climate.

Yours truly,
MAISON BLANCHE COMPANY
Charles Hastings
Construction Dept.

Maison Blanche Endorses

CAREY

Ceil-Board
SUPERSEDES PLASTER FOR WALLS AND CEILINGS

THE Construction Superintendent of this great New Orleans Department Store has found Carey Ceil Board to be the ideal material for interior partitions, repairs and quick remodeling jobs and for window backgrounds. Even the excessive humidity of the Gulf Coast climate cannot injure this material or cause it to warp, curl or deteriorate.

Gray, Tan, Mission, Golden Oak and Circassian Walnut.

Write for booklet "Window Backgrounds" and for samples of Ceil Board.

THE PHILIP CAREY CO.

1030 Wayne Avenue, Lockland,

Cincinnati, Ohio



NA-DE-CO

VALANCES, PANELS
And DRAPE SHADES

Make your windows larger sales producers by compelling the attention of the purchasing public. They furnish the proper setting for all sorts of window displays.

Write today for catalogue, price list and samples. Don't forget to give the dimensions of your windows.

National Decorative Co., Inc.

Manufacturers and Designers of Valances, Panels and Drape Shades; Na-De-Co Silk Plushes and Velours

CAMDEN, :: :: :: NEW JERSEY

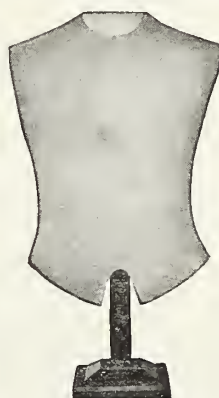
Goodform
TRADE MARK

Window Display Fixtures "All Connections Metal"

Combination Shirt Displayer

will display an endless variety of different lines of goods. The narrow and high chest effect will give your merchandise a swagger display. Costs less than one-half the price of a full form. Order a few.

WRITE FOR CATALOG OF DISPLAY FIXTURES



No. 545 — Displayer
Trimmed with Pajamas

No. 545 — Price \$2.00 Each

No. 545 — Untrimmed. Full front Jersey covered, adjustable standard and tilting up

HINCHER MFG. CO. OF IND.
305-311 So. Fifth Ave. CHICAGO, ILL.

Wax Figures as They Should Be



The above is what is being said every day, and many times every day, by merchants and display men in all parts of the country who are using our wax figures.

Our forms and figures are modeled on the lines of the human figure, consequently they are natural in appearance and correct in every detail. They add dignity and attractiveness to the merchandise shown, consequently accomplish what they are primarily intended for—

Increased Sales

The illustrations herewith are to give you an idea of what we have in misses' and children's figures and forms. Our line is complete. You are invited to visit our show rooms. Send us for latest illustrated catalog. Yours for quality Wax Figures.



French Wax Figure Company

American Merchants Syndicate Building
153-9 East Superior Street, Chicago, Ill.

70 W. Water St., Milwaukee, Wis.

405 Chamber of Commerce, St. Paul, Minn.
202 East Fourth Street, Los Angeles, Cal.

A Real Business Getter For You



Is our No. 1724 A. B. Modeled for the spring styles and made with the full bust, covered with a natural soft flesh colored enamel. It is mighty good to look at.

But to put this on display trimmed in new spring goods, it would be bound to attract attention.

We have the same style in a full form for dresses and suits.

And the enamel can be washed without injury.

Better order early. They're going fast this spring.

Just say, "Send your booklet."

Great Western Fixture Works

Suite 616-618 Medinah Bldg.
178 West Jackson Boulevard

Chicago

FOR YOUR Summer Furniture Display

We Suggest the Following:

- | | | |
|--------|--|---------|
| 5879 | Drooping Geranium Shower in pink or red, length 36 inches, width 15 inches, 36 full blossoms, 36 buds, 108 leaves. Per doz..... | \$21.50 |
| 7681 | Bushy Geranium Spray , colors as above, height 18 inches, width 6 inches, 9 full flowers, 3 buds, 15 leaves. Per doz. | 4.20 |
| 5880 | Geranium Vine in pink or red, length 36 inches, 12 full flowers, 6 buds, 15 leaves. Per doz..... | 5.00 |
| | One sample each of above, sufficient for individual window or corner in your interior—samples not returnable.... | 2.25 |
| 1180 | Drooping June Rose Shower , pink, yellow or red, length 36 inches, width 15 inches, 72 flowers, 48 leaves. Per doz. | 19.50 |
| 1106/2 | Bushy June Rose Spray —above colors—height 18 inches, width 6 inches, 15 flowers, 15 leaves. Per doz..... | 6.00 |
| 1181 | June Rose Vine —above colors—length 36 inches, 12 flowers, 12 leaves. Per doz. | 3.50 |
| 1044 | June Rose Spray , heavy cluster effect, length 60 inches, width 27 inches, 132 flowers, 48 leaves. Per doz..... | 30.00 |
| | Sample of one each of above rose sprays. These samples are not returnable. | 4.45 |

WM. BUHRIG CO.

E. C. DIETZ, OWNER

Manufacturers of Flowers

219 E. 34th Street

New York City

**Always
Out in Front
with
New Ideas**



THE PEACOCK— A Regal Decoration

For hundreds of years the Peacock has been recognized as the "Bird Royal." Of all the feathered tribe, it is the most decorative and lends itself most readily to artistic effects. Artists in all ages have used the Peacock as a symbol of beauty.

We have done something that has never been done before—we have reproduced a Peacock for window and store decoration that has all the grace and beauty in line and color of the natural bird. The price of this unusual decorative

feature is so reasonable that the display man can use numbers of them without straining his appropriation.

Our Peacock will prove a pleasant revelation to the display man. Its beauty and originality will appeal to the most critical and the price will add to his satisfaction. Be the first in your city to use this regal decoration. Write us and let us send you all the details about this wonderful innovation, the use of which will insure the success of your spring display.

**Other surprises in store for you
New decorations soon to be announced for fall**

Send for Rotogravure and Color Catalog—Copies Free

BOTANICAL DECORATING COMPANY
208 West Adams Street Chicago, Illinois



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 Alphabets, 32 Sets of Numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover, (imitation leather), \$1.25. Heavy board cover, bound in silk cloth, \$1.75. Sent postpaid to any address upon receipt of price.

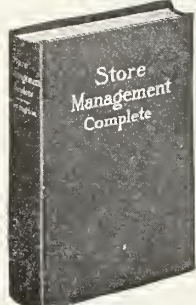
MERCHANTS RECORD CO.

Book Dept.

431 S. Dearborn St., Chicago

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW

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Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO

You Should Send for This Catalog Adjustable Pedestals

....In trimming your show windows, have you ever used a pedestal that you can lower or raise to any height you need? Can you appreciate what it will mean to you to have a pedestal that you can instantly adjust to any desired height, in other words, these pedestals will do what a half dozen different sized pedestals will do.

....You can adjust these pedestals every quarter of an inch. The fastenings are very strong. They will hold a man's weight. Made in 3 sizes.



THE OSCAR ONKEN CO., 3710 4th St. CINCINNATI, O.



A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Window Displays

Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes, and other surfaces, our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

Now being used with splendid results by leading display men throughout the country.

In stock in convenient size in many different colors and patterns.

Our Illustrated Booklet

Contains new and original background ideas. Also complete line of samples of all the different patterns of Onyx paper. Sent free of charge. WRITE FOR ONE TO-DAY.

AMERICAN LITHOGRAPHIC CO.

19TH ST. & 4TH AVE. NEW YORK.



"What a Beautiful Show Case"

That's your first impression of an Illinois Case. Yet beneath this surface beauty are hidden qualities that can spring from but one possible source—honest endeavor.

This explains why Illinois cases retain their sightliness with just average care, for time indefinite.

Let us tell you more about them.

There is a case for every requirement.

Illinois Show Case Works

1729-37 North Ashland Ave., CHICAGO

Air Brush Outfits at Very Attractive Prices

Here I list the best models in each of the three best makes

STYLE No. 505

Wold Master Model.

Liquid Carbonic Gas Co., Regulator.
Twelve 11 x 14 inch uncut Stencils.
Nine 2 ounce bottles of Color.
One Stencil Knife.

\$31.35 F. O. B. Chicago

STYLE No. 705

Thayer & Chandler Model A.

Liquid Carbonic Gas Co., Regulator.
Twelve 11 x 14 inch uncut Stencils.
Nine 2 ounce bottles of Color.
One Stencil Knife.

\$28.35 F. O. B. Chicago

STYLE No. 605

Paasche Model E 2.

Liquid Carbonic Gas Co., Regulator.
Twelve 11 x 14 inch uncut Stencils.
Nine 2 ounce bottles of Color.
One Stencil Knife.

\$28.65 F. O. B. Chicago

Above outfits fully guaranteed, net, cash with order

STYLE No. 814

Carter's Air Brush Colors

Colors: black, blue, brown, dark red, green, light red, orange, purple, yellow.

Set of nine, one and one-half ounce bottles	- - -	\$1.00
Set of nine, four ounce bottles	- - -	2.00
Set of nine, eight ounce bottles	- - -	3.75
Set of nine, sixteen ounce bottles	- - -	7.00

F. O. B. Chicago

STYLE No. 811

To get you acquainted with Gillott Showcard Pens and my Gold Initial Panels, I will send you twenty-four pens, twelve ink retainers for same and ninety-six panels for 60c.

STYLE No. 812

Five Esterbrook Lettering Pens, twenty-five Gillott Showcard Pens, twelve ink retainers for same, three Leman Music Pens, three German Music Pens and ninety-six gold panels for \$1.00.

STYLE No. 10

Heavy cast bronze adjustable mat knife handle and half-inch wide blade, seven inches long, 95c, postage 10c extra. This is a bargain and owing to the high cost of bronze, price must advance. Some ask \$1.50-\$2.00 for this article.

Everything for the card writer—Send for price list

G. WALLACE HESS

ROOM 1520

NORTH AMERICAN BUILDING, CHICAGO

Annual Prize Contest 1917

Closes December 31, 1917

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved. Four Solid Gold Medals. Four Sterling Silver Medals. Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window decorator may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by decorators in comparatively small towns. It is the work that is judged, not the name of the displayman, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishing store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, etc., etc. Prizes identical with those in class A.

CLASS D—DRAWING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year. The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before December 31st, 1917.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of decorator.

Points To Be Considered in Making Awards

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

SALES—Under this head shall be considered the effect of the display in making sales.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window decorators of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street

CHICAGO, U. S. A.

LEARN CARDWRITING FOR \$1.50



Any display man or clerk can earn more if he is a cardwriter. An hour a day for a short time will enable you to become one.

The Window-Card Writers' Charts

A complete course in the art of making
**Display and Price-
Cards and Signs**

PRICE, \$1.50 POSTPAID

WHY NOT EARN MORE SALARY?

Your employer will pay you for writing his cards
in addition to your regular salary.

Send Your ORDER NOW

Will gladly refund your money if not satisfactory.

THE WINDOW-CARD WRITERS' CHARTS consist of seventeen heavy cards, 8½ x 11 inches in size, beautifully printed in six colors and bronze inclosed with sixteen sheets of ruled practiced paper in a strong covered box. An hour invaluable help to the card-writer.

Below is a list of part of the TOPICS TREATED

First Practice. Punctuation. Composition. Price Cards. Directory Cards. Proper Spacing. Color Combinations. Italicizing Mixing Colors. Ornamentations. What to Say. Materials Needed. Curves and Twists. Metals and Bronzes. Rimming and Shading. Condensing and Expanding. Care and handling of Materials. The Use of Pictures and Engravings.



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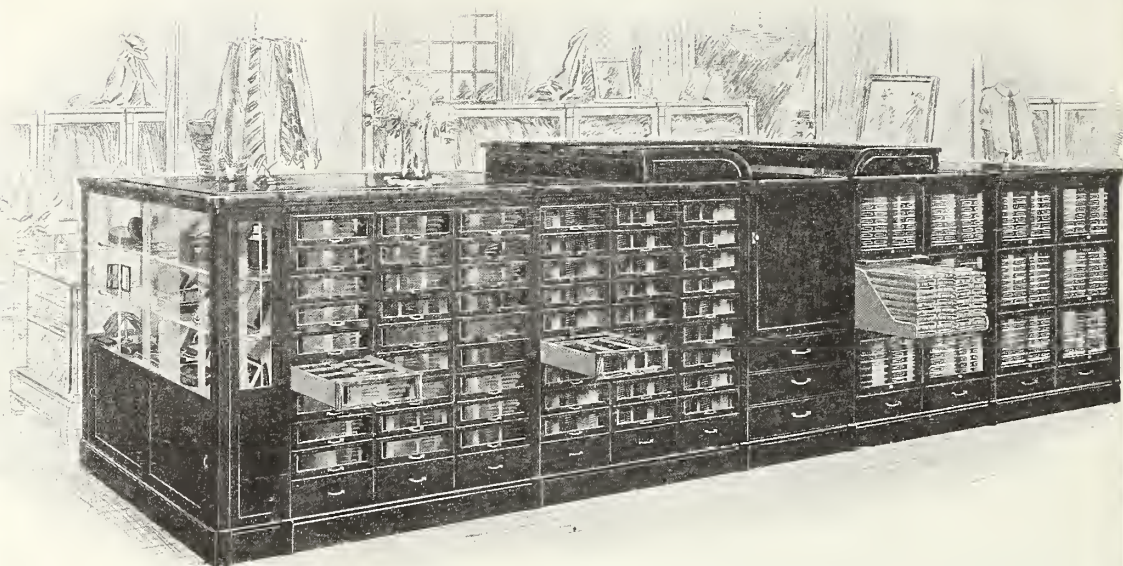
The Merchants Record Co.

431 South Dearborn Street, Chicago

Special Combination Offer For \$3.00 sent us we will ship prepaid a set of these charts and will give you a receipt for one year's paid subscription to MERCHANTS RECORD AND SHOW WINDOW. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer **AT ONCE**.

Add \$1.00 to "Special Combination" prices where \$3.00 subscription rate to M. R. and S. W. applies.

The **WELCH-Wilmarth** LINES of Grand Rapids



Eliminating Costly Special Work

HERE are some typical stacks of Welch-Wilmarth Interchangeable units. There happens to be an end display section and a wrapping station. Installed in the store, they present the appearance of special (and consequently costly) work. As a matter of fact it is accurately designed and constructed units, simply joined together, according to the requirements of the department head.

This is a tremendously important feature of the Welch-Wilmarth System of Store Equipment. Everything—clothing wardrobe, mirror alcoves, fitting rooms, wall and center interchangeable units, display cases—just precisely match and fit. All are standardized, eliminating costly special work. The more special work the more expensive the equipment.

Special—In press, and to be ready for distribution next month, "Method in Merchandising," the most comprehensive and beautiful book for merchants ever issued—a de luxe affair, and sent only on application to "merchants who care." Edition limited—it's 124 pages, with some illustrations in full colors—and reservations in order of their receipt. Better ask for your copy now—then you are sure to get it.

Welch Manufacturing Co.

Wilmarth Show Case Co.

7 Lyons Street

GRAND RAPIDS, MICH.

1524 Jefferson Ave.

CHICAGO, 223 W. Jackson Blvd. NEW YORK, 20 West 30th St. BOSTON, 21 Columbia St. ST. LOUIS, 1118 Washington Ave. PHILADELPHIA, 123 No. 13th St. PITTSBURGH, 701 House Bldg. DES MOINES, 402 Court Ave. HELENA, MONT., 106 Grand Ave. ROANOKE, VA., 212-214 Terry Bldg.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

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TEMPORARY BACKGROUNDS

THEIR CHARACTER AND USE SHOULD DEPEND ON
VARIOUS CONDITIONS—THEY MUST SUIT THE
MERCHANDISE—OTHER POINTS PER-
TAINING TO THEIR USE

GEORGE A. SMITH

THE use of decorative backgrounds in show windows has been the subject of considerable discussion and of argument, both pro and con, on the part of some of the leading display managers and merchants throughout the country. Great diversity of opinion as to the advisability of installing such display accessories appears to exist. Many merchants seem to regard such backgrounds as of minor importance. They appear to have an opinion or a set idea, that the permanent background is sufficient for all times and purposes. This would be all very true if people did not tire of anything which is continually before their eyes, and if the public were not always looking for something new. But it is unwise to ignore this condition, and the merchant who does so cannot expect to obtain full earning power from his windows.

Most of the large stores look upon decorative backgrounds as one of their most efficient aids in displaying merchandise to its best advantage and in inducing passersby to enter the store and make purchases.

There are also many merchants who do not consider window display advertising from the human-nature standpoint. They seem to have their mind chiefly on the expense entailed. Yet these same merchants spend thousands of dollars in advertising by means of printer's ink. It is also urged by some opponents of decorative backgrounds that they occasionally detract from the merchandise on display. Both of these views are erroneous.

CHANGE OF BACKGROUNDS ESSENTIAL

The expense may be made commensurate with the importance of the occasion. Many practical and beautiful backgrounds can be produced at a very low cost, if the display man understands the principles that apply to his work. As to the claim that the decorative background detracts from the goods displayed, it is obvious that a show window must have a background, if it is to be practical and of service. Backgrounds of mahogany, Circassian walnut or other wood are designed for years of service and are usually of a dignified and handsome pattern. But the occasion is bound to arise when some other treatment, in the shape of a temporary background, is essential. No matter what the style of the permanent background, all classes of merchandise will not look well with it.

MUST SUIT THE MERCHANDISE

If the woodwork is of a dark shade, dark suits will not show up to the best advantage in front of it. Therefore a curtain, a screen or some sort of decorative setting in a lighter tone must be employed. Similarly, if the background is of light-colored wood, a temporary setting of darker shade will be advisable for certain lines of goods.

If the window background proper is made of a beautiful wood, it need not be wholly concealed by the temporary background. Beautiful and practical settings, and also decorative units which will cover only a small portion of the background proper, can be designed and installed. Among these are panels, pedestals, flower-stands, etc.

Let it not be imagined that I am in any way advocating the continual use of decorative settings. This is not the case. But we regard them as essential at certain times and under certain conditions.

A method that is much in favor with many progressive concerns is to install an elaborate background for the openings. This background is left intact for six or eight weeks. After its removal the displays are made with the permanent background

for several weeks, and then a slight change of appearance is effected by the use of a curtain, a screen or other simple setting along the lines suggested above. The approach of a new season and the store's big selling events especially call for a change of surroundings in the show windows.

The productiveness of these settings will depend on the ability of the display manager, the character of the store's trade and the extent of the appropriation for the purpose. The qualifications for the man who is to produce effective backgrounds or settings are a good knowledge of the store's policies and clientele and a good idea of proportion, harmony, form and color. He must also strive for proportion and harmony in the layout.

The background should accord in all its proportions with the dimensions of the window in which it is to be placed. Rarely will a background treatment which is suited to a shallow window fit in with a window having an extensive floor depth. The height of the ceiling also has an important bearing on the vertical proportion of the setting. Another thing to consider in designing and constructing a window setting is the class of merchandise that is to be displayed. A setting that has been planned for one kind of merchandise will not go equally well with certain other lines of goods.

Where a store has a stretch of windows and each window is to have a special background, say, at opening time, the setting should be in a neutral

shade—a shade that will harmonize with goods of almost any class and any color. A series of windows in different colors will prove very unsatisfactory. Some, at least, of the lines of merchandise that must be shown in these same settings after the opening or other event will be of such a nature and of such a color as to make the setting incongruous or inappropriate.

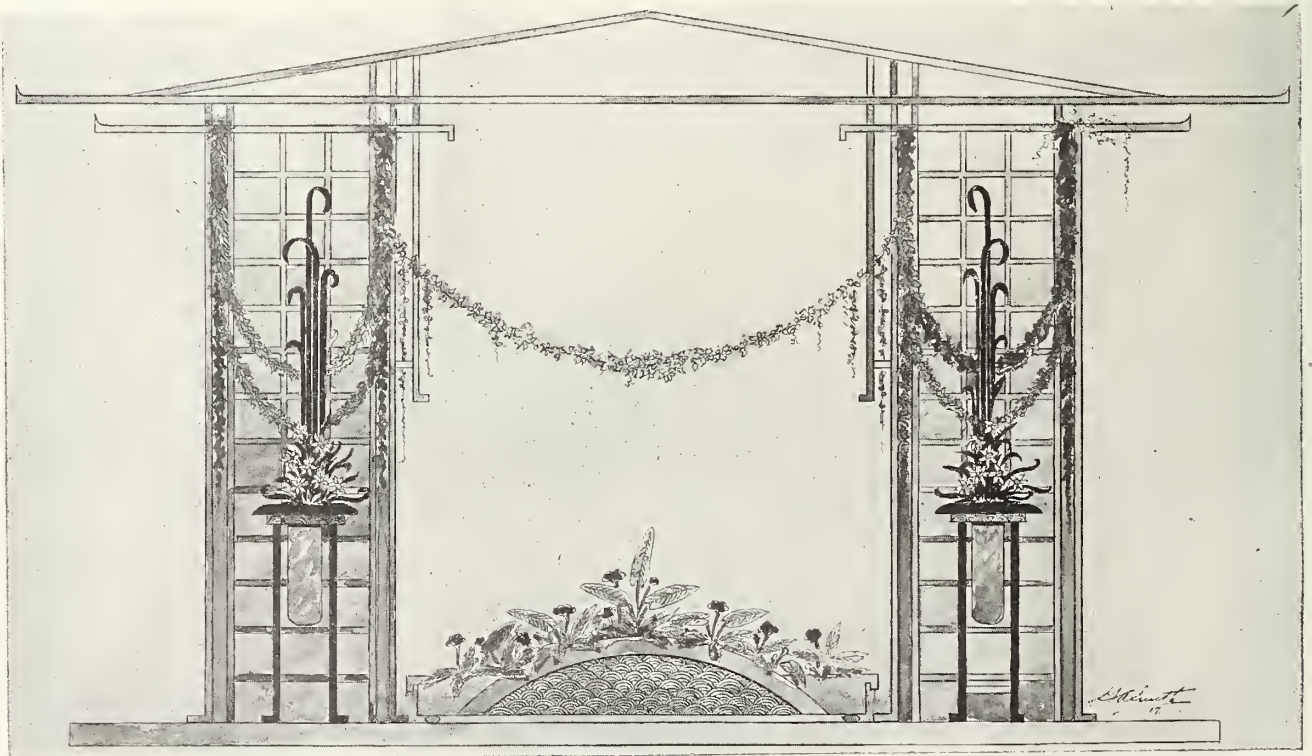
SUBORDINATE SETTING TO GOODS

Care should constantly be exercised not to have the setting prove so attractive as to make the merchandise "play second fiddle." The ideal background is one which enhances the appearance of the merchandise—shows it in the most attractive manner possible. Obviously, a setting which detracts from the appearance of the merchandise or from the proper showing of it is worse than useless.

Structural lines and the choice of covering, finish and style, and also of decoratives or decorative emblems are other vital points.

All parts of the setting should be in strict harmony and closely related. Each background should express an idea so clearly as to make that idea apparent at a glance. Windows that contain such showings take on an added significance and immediately attract and interest the passer-by.

The productiveness of a setting also depends on the relation of its color scheme to the merchandise, so as to emphasize its quality and character. In choosing a color scheme it should be borne in mind



This shows a modified Japanese treatment constructed from $\frac{1}{8}$ -inch wooden strips. The flower box and urns were a prominent feature, also the arrangement of festoons of foliage. To have this stand out effectively it is

quite necessary that it be backed up with a scenic painting. This makes an unusually fine setting for displaying costumes and hats that possess the Japanese influence so popular at this time.



This setting shows a treatment of a very high character and is another that lends itself to most any showing of merchandise. It is carried out on the lines of a garden wall, combined with columns, flower boxes and wall finished with onyx or marble paper. Attention is directed

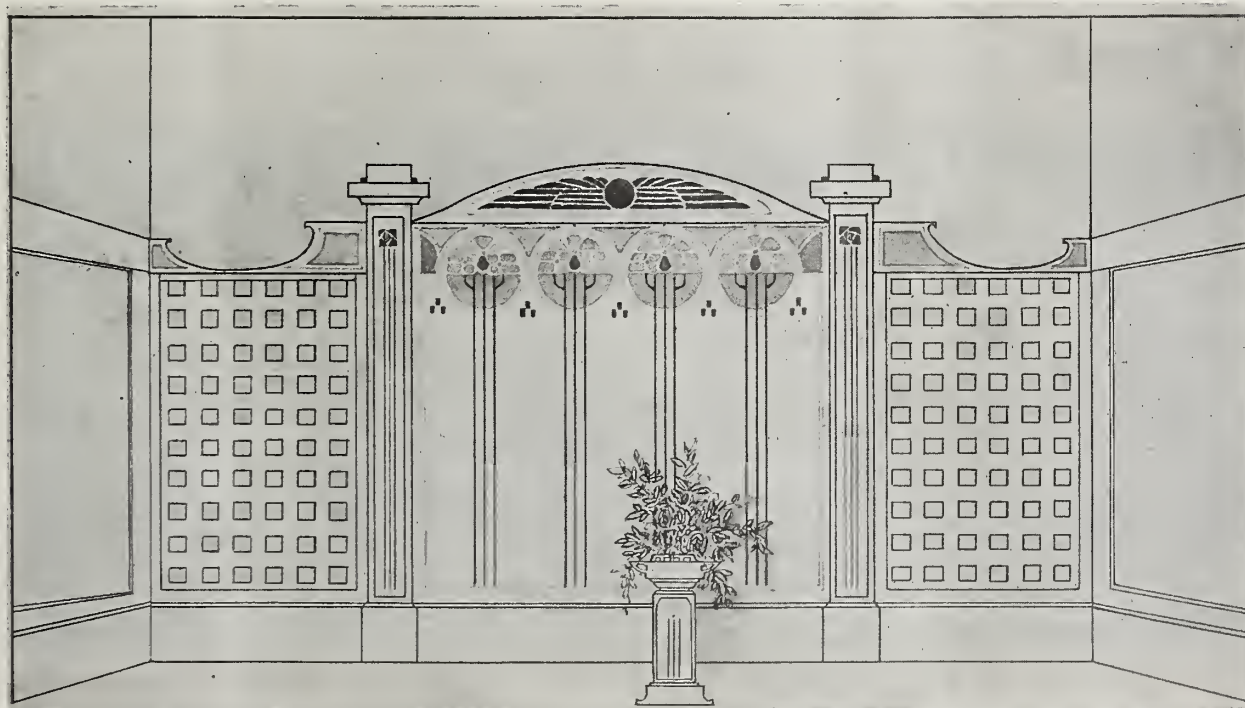
to the fancy lamp shades suspended from the pergola. These can be made by covering an oval-shaped wire frame with silk. Gold cord and tassels were used to finish. This setting may be backed up with a scenic painting which would add beauty.

that the merchandise should seem to belong to the background. Moreover, different colors are appropriate for different seasons and occasions. Spring and summer call for cool colors; fall and winter require warm ones. Nevertheless, the color should always be so applied that the setting will appear less intense than the merchandise that is shown in it.

Again, windows that face the north or east side call for an entirely different color treatment from

those facing the south or west. In other words, the warm and the cool side should be treated independently, as the former calls for cooler colors than the latter.

In the next issue of this journal Mr. Smith will explain the details of window background construction, the use of proper materials, where and how to use the various forms and the probable cost.—EDITOR'S NOTE.



This reproduction shows a new art treatment of a background suitable for any line of merchandise. The setting contains a wealth of ideas that may be used as they are, or combined with other ideas which the dis-

play manager may have in mind. In treating this background, special attention should be given to the color combinations. Stencils applied over a wall board facing is the strong note in this setting.

NOTES FROM NEW YORK

SPRING OPENINGS OF UNUSUAL BEAUTY—BROKAW TO
HAVE BASEMENT DISPLAY WINDOWS—DE VAUSNEY
MAKING GOOD AT NAMM'S—EVOLUTION OF
AMERICAN FASHIONS SHOWN

F. F. PURDY

THE Gimbel Spring Fashion Show was initiated on Thursday afternoon, March 15, in an Egyptian setting. At top of all the columns, spreading in four directions, were the familiar Egyptian motif of the beetle wings. The wide stage represented the balcony of an Egyptian home, overlooking the desert, and in the distance the pyramids and the Sphinx. There were six incense burners in operation at various points on the stage; also two great stone representations of the Sphinx. Even the flooring was colored in harmony with the Egyptian background and setting, and was stenciled throughout. Along the promenade, near the top of pillars, were Egyptian types of lanterns, with light shining through the interstices and onto the ceiling as well. Some thirty-five models, the artistic selection of Display Manager Hopkins, were turned loose on the stage and promenade, which, as usual, penetrated the piano department and restaurant. Some of the costumes showed the Egyptian influence, more or less. Three of the models wore the Egyptian head dress. Parisian as well as American fashions were featured, and the advertising bore the attractive signs of the French influence. The Gimbel fashion show is always quite a notable event,

and during the term of its continuance hundreds of people dine at the restaurant and gaze upon the costumes of the models at the same time.

WANAMAKER'S OPENING

Harry Bird took another trip of a month, returning early in March. This time he went to Havana via Palm Beach and the other Florida resorts. Joe Campbell, his assistant, and William Larkin, his scenic artist, accompanied him. Perhaps these gentlemen needed a month's change and rest at Palm Beach and Havana. Then, again, they may have absorbed some ideas of value to the Wanamaker settings of spring merchandise for Easter. Rest assured that the ideas were not lacking and they brought them home. This year Easter decoration at Wanamaker's was far more than a matter of flowers, rabbits and eggs. The spiritual idea of the event was not lost sight of, for in the rotunda were ecclesiastical emblems that fitted into the plan in a novel way, a new note in department store life was struck and was highly appropriate. There were scenes from old cathedrals, some no doubt in Havana, handsome golden colored ecclesiastical wood carvings, elaborate religious vestments, handsome floral displays, and a most notable Easter rotunda. Many articles specially appropriate for the purpose were secured by Mr. Bird on his latest trip. The scenic effects necessary were reproduced by Mr. Larkin, and this branch of the decorative department at Wanamaker's has for a number of years been notable. The Easter display was in place for public inspection Wednesday, March 21st.

Mr. Larson's opening display of the new cotton

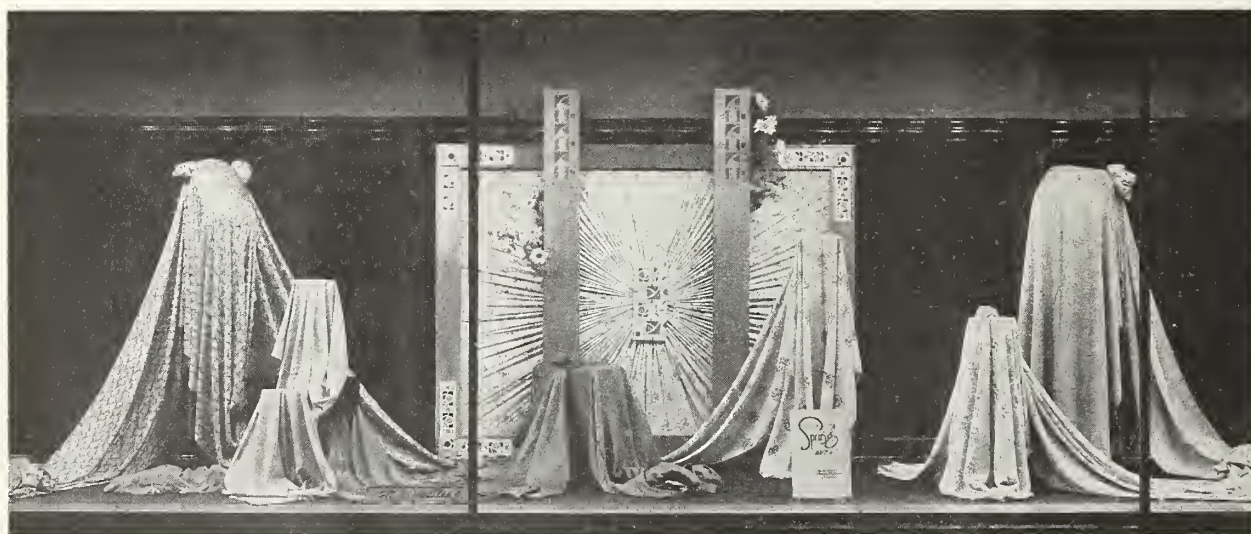


Plate No. 4322. Spring Silk Display by R. L. Paxton for W. C. Stripling, Fort Worth, Texas.

The sunburst panel used in this display was of light blue kimono crepe with pink roses. The frame and uprights were painted dark green with ends and corners shaded to a light green. The stencil designs were in harmonizing colors painted on narrow strips of composition board. The decora-

tions consisted of large blue daisies with green foliage. The silks at the left were draped over silk draping stands, while other silks were shown over round and square top stands of different heights. The panel was extremely attractive against a Circassian walnut background and green carpet floor.



Plate No. 4323. Hat Display by Claude E. Wilson for Goldberg's, Phoenix, Arizona.

This display of a well known brand of hats was cleverly arranged and produced many sales. Oriental rugs were placed on the floor and several pieces of fine wicker furniture were used. Rich purple plush was hung care-

lessly from the furniture and also placed about the floor. The large wicker basket at the right of the window was filled with fresh flowers and a potted fern appeared at the extreme right of the background.

dress fabrics at Battermann's is a striking instance of what may be done away from the main high class shopping thoroughfares in showing merchandise of medium price in a fine way. Battermann's large establishment has a new management that has the task of advancing the standard of sales in that establishment, which is located further than ever from the homes of consumers of medium and high class merchandise, with the growing abandonment of that locality to the homes of the poor and business places. The business policy is aggressive, and if its progressiveness can hold old customers and pull new ones, it will accomplish wonders. Certain it is that Mr. Larson's management of the windows is strongly in line with the new policies of the house. The window we speak of had three high panels, painted with figures of birch trees and foliage, draped from the sides of which were fabrics that toned in beautifully with the painting. The special fixtures, made on the premises, were of silver birch, the horizontal bar being of a sturdy birch limb. The entire floor was of simulated grass. All the signs were framed in birch bark. The placards were a good representation of birch, with the lettering prominent. There were birch logs, with the pretty wash fabrics, selling from 19 to 59 cents, draped around and upon them. Mr. Larson has as his assistant Robert Heyman, formerly assistant to Mr. Winfield, display manager for The Earle Store, Philadelphia.

DISPLAYS BY MR. MUNN

Mr. Munn, at Franklin Simon & Co.'s, Fifth avenue, had a window in not long ago that attracted much attention. It represented three women in their boudoir costumes, the Turkish woman, the Hawaiian, and the American. Mr. Munn selected his figures with a great deal of care, and each one was ideal for the purpose, fitting harmoniously with the characteristic costumes of each. The Turkish figure was dark, with dreamy eyes, veil partially lifted, and the Turkish hood in evidence. The Hawaiian model had the typical Hawaiian black hair and snappy eyes and a costume that would have been identified as Hawaiian without an inscription. The American model was a blonde, with a boudoir costume in which red, white and blue colors were cleverly but not obtrusively used. There was a band of these colors across the hair from back to top of forehead.

The people at Brokaw's are anticipating that it will not be over six months, perhaps less, when the basement front of the Brokaw building on Broadway, at Times Square, will be torn out and three basement windows arranged for and installed. The plans for these windows are all ready. It will be remembered that the Brokaw basement, now underground, where a proper basement ought to be, will, when the new Broadway subway is in operation, be above ground to all intents and purposes—from a

merchandising standpoint at least. The new subway, as well as the Forty-second street connection, will run at a lower level than the Broadway basements, and the crowds coming to the street from the Union station below these basements will emerge up on to an "underground Broadway" that is on a



This drape was done in blue and striped green voile. The plain green skirt was made of marquisette. Half of the waist was of silver lace and the other half of delicate striped material.

level with the Broadway basements, and that runs from one side of the street to the other and from Fortieth to Forty-second streets—a thoroughfare brilliantly illuminated, and which will be a notable New York institution—right below Broadway. The Forty-second street station will be such a great central affair that multitudes daily will throng through it and the effect upon the Brokaw basement, in which will be one of the main entrances, may be imagined. Arrangements are being made to install three fine windows to take advantage of the opportunity of a stretch which may be even more valuable than windows on Broadway itself.

Mr. Talley, display manager for the Philadelphia Wanamaker store, is still in London. His assistant, Mr. Kratz, who is in charge during the absence of the former, was in New York last month. It seems that he was in Florida at the same time as the New Yorkers of the Wanamaker staff, and he met them there.

Charles Brandt, late with the Siegel store here, recently closed, is now in charge of the windows of the Diskon store, Paterson, N. J., a post he formerly held.

SYRACUSE DISPLAY SHOW

On March 20, 21 and 22, Syracuse, N. Y., held its fourth annual spring display show under the auspices of the Syracuse Chamber of Commerce, with Frank W. Weedon manager of the function. Merchants from the department store class down to the smaller specialty stores took part in this exhibition which drew people in from a wide area and keyed up their advertising and window displays to the high level of previous occasions of the kind. There were three prizes awarded in each class, and one grand prize for the best display in any class. The prizes were awarded on the following qualities: attractiveness, originality, merchandise displayed, and sales value of the display. What is of special interest to us is that two of our metropolitan display managers were chosen on the jury of awards and visited Syracuse, March 21 and 22, toured the city's shopping thoroughfares by auto, made careful inspection and rendered their decisions, which were carried into effect. One of the two was J. P. Trehwella, treasurer of the Display Managers' Club of America, and display manager for Best & Co., of



The underskirt was made of plain purple satin, and silver flounce was placed over the underskirt. The material started over the shoulder in a white shade and toned gradually to a deep shade of purple at the bottom.

Fifth avenue, who is recognized as exceptionally fitted for a post of the kind, with his keen eye for detail, combined with his intelligent appreciation of a general scheme. The other was J. J. Cronin, display manager for L. Bamberger & Co., Newark, N. J., whose work has attracted attention far from

the confines of the Jersey metropolis, for he has windows that many New Yorkers in the fraternity have journeyed several times to see.

The close of the three days' events was marked by a dinner, presided over by Mayor Stone, of Syracuse, at which 450 men, including the membership



Here is shown a drape of old gold foulard with navy blue dots. Where the skirt ended, green satin ribbon was placed, and this green satin also showed around the back

of the Syracuse Chamber of Commerce *en bloc*. There were addresses by Claude Potter emphasizing the wonderful improvement in window dressing in Syracuse in four years; by J. J. Cronin, who made the point that the Syracuse windows were as thoroughly up-to-date as the best metropolitan windows; by Mr. Campbell, an advertising manager of Rochester, who clearly proved that the day of "fake" in advertising was passing; and by J. R. Trehwella, who said, among other things:

"The show window should be the mirror to catch the eye of the passerby, conveying the idea that the merchandise is exactly what he wants. Handsome windows with your finest merchandise are not always the most beneficial. They may elicit most admiration, but may not have the selling power of popular price goods. The advertising power, however, would be greater, especially with new goods at an opening display. Display managers to-day must keep in closest touch with the styles, col-

ors, fabrics—whether small or large hats will be most worn, whether a suit and blouse season is coming, or a dress and coat season. As a rule, if suits are much used, you will have a good blouse season—if dresses, you will have a good separate coat season."

The grand prize for best dressed window, irrespective of class, was awarded to Dey Bros. & Co. for their Chinese window, and the awards to Class A, "dry goods and department stores," were as follows: First prize, Dey Bros. & Co.; second prize, Chappell-Dyer Co.; third prize, Hunter-Tuppen Co.

FRANKENTHAL DRAPES

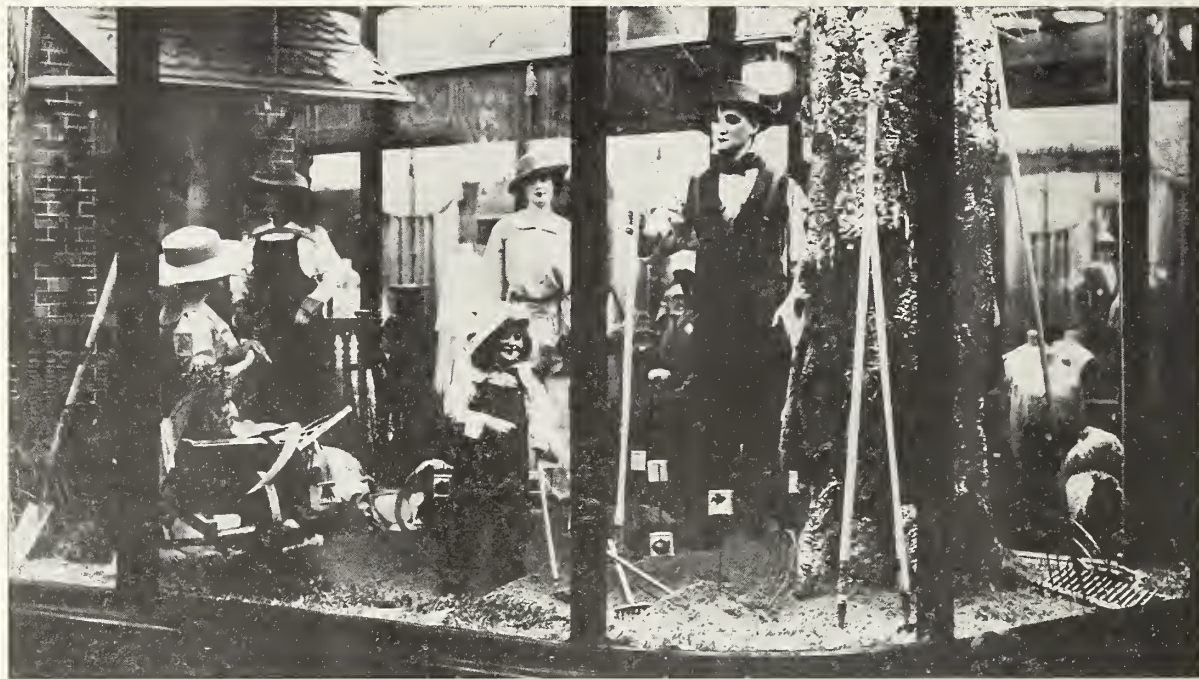
We are showing herewith another series of four illustrations of beautiful drapes done by L. H. Frankenthal, display manager for the B. Altman store, New York City, and exhibited during the spring opening. The ability of Mr. Frankenthal is well known and drapes executed by him ever carry the highest artistic value.



Gold colored voile with embroidered flowers. The skirt was made of plain color gold chiffon, with an over flounce of gilt gold lace. Around the waist a light blue sash was used, and the sleeves were of metal lace.

DE VAUSNEY DOING THINGS

Enthusiasm is a big asset, and we doubt if any display manager has a higher pressure than Charlie DeVausney, of Namm's, in Brooklyn. Since the closing of the Matthews store, Namm's has waded



INDUSTRIAL PREPAREDNESS DISPLAY BY C. DE VAUSNEY FOR NAMM'S, BROOKLYN, N. Y.

right in for business and is forging ahead strongly. This has been up to a few years ago a popular priced store, but located in a combination of buildings affording not an ideal setting for a department store. But changes have been made, noted at the time. Now, though the Fulton street front is small, there is a rather narrow oblong window there between two arcades, which can be seen through glass on both sides, and in the center is a sunken pool which can be covered over or left in commission. The management is highly progressive, and DeVausney evidently is permitted a free hand, and he is just the man to have it. He has an idea every hour and is boiling with the enthusiasm and visions that bring success. We note some of his recent work fully as much for the benefit of the fraternity in other cities large and small as to record his progress, which is closely watched by people here.

Opportunity often exists of featuring local happenings. The first cavalry regiment recently returned to Brooklyn from Texas. Right away Mr. DeVausney had a card of welcome in a prominent window, surrounded by flags and with drum and military equipage. It all took but little room but sounded a timely and popular patriotic note. The placard in the center window between the arcades already mentioned, well described another display, as follows: "For industrial preparedness and the high cost of living, plant thrifty gardens in your back yards or on the roof. Cultivate vacant lots in your neighborhood. A plot 100 by 100 under

favorable conditions should yield \$500." The window showed a happy family at work in the garden, with all the tools, barrels of soil provided and in full view, and a variety of catchy and pleasing adjuncts. These two displays were prestige and popularity exhibits, without merchandise feature. But it is right in line with the Namm policy, which is going in for creating an interest and confidence in the store in the minds of Brooklyn people, and these displays do this very thing, which was evidenced by the crowds that gathered to view them.

The Namm fashion show on the second floor was remarkably good for a popular priced store. Sixteen models, some of whom were on view all the time from 2 o'clock to 4 o'clock, during the week of March 12th, occupied a stage in the center of which was a fountain, the sprays of which were over a fine female statue, and where vari-colored lights were turned on with beautiful effect, while a string band of four pieces discoursed popular airs. Out from the stage was a promenade, past two columns treated as birch trees with the birch bark, and lined with uniform plaster brick shaped oblong pieces, painted to represent bricks, which made an excellent finish to the promenade. There were seats for some 350 people, and on the first day there were almost as many standing. The whole affair occupied comparatively little space, but was a remarkable success. At the close of each day's exhibit, to a musical fanfare, a little girl trotted out dressed as a middy of Uncle Sam, taking her place at one side, and an-

other girl, as a soldier, marched out to the other side. Then to the tune of the Star Spangled Banner the sixteen models marched out and took their places surrounding a model of Uncle Sam and Columbia, while the audience stood and sang the national anthem—a fine climax to the day's displays.

The program of the displays of the gowns, by the way, was in three parts. Part 1 showed the evolution of American fashions, presented in seven episodes—the 1492 girl, an Indian maid in buckskins as Columbus found her; the 1620 girl, the Puritan girl in homespuns; the 1776 girl, a Colonial type in brocaded silk; the 1812 girl, in Empire style with staff and train; the 1860 girl of Civil War period with hoop skirts; and the 1885 girl of the period of the bustle; then the 1917 girl, "of many styles." Part 2 demonstrated sport apparel for spring and summer of 1917, for autoing, golfing, tennis, bathing, touring and gardening. Part 3 featured street apparel for spring and summer, with coats, suits, dresses, skirts, waists and shoes. The whole affair was conceived in a spirit of an alert and fertile imagination, and may well be assimilated by other display managers who may note the details for future use.

HAWAIIAN DISPLAY AT SAKS'

A window at Saks', back in February, is too good to be overlooked. Merchandise—Hawaiian twilight jewelry. The frieze was a representation of a tropical row of palms, while in the center of the frieze was a narrow scene of a ship sailing a tropical sea. Among the display of merchandise was an occasional dusky doll with girdle of the familiar Hawaiian grass hanging therefrom, with a few ukuleles to liven up the showing. The window attracted much attention.

DISPLAY MEN PATRIOTIC

The American flag is much in evidence in the New York stores and many display men and merchants are planning to observe in extensive fashion Navy Week, which will be observed throughout the country from April 9th to 14th. The display men here are lending much assistance in the big recruiting campaign for men for our navy and it was noticed that many of the larger stores devoted valuable window space to the cause. Others maintained interesting naval displays within the store.

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Plate No. 4324. Spring Showing of Millinery by Carl W. Ahlroth for The Union Clothing Co., Columbus, Ohio.

The permanent mahogany background was used for this display, and a mosaic floor of composition board was installed. The stands on which the hats were displayed were ivory, and long strips of satin were hung about the stands. A magnificent

plush hung gracefully was the top center of the background. Apple blossom vine at the top of the background added more beauty and season spirit to the display. Perfect color harmony featured the display.

STATE STREET DISPLAYS

SPRING OPENING DISPLAYS WERE MORE ELABORATE THAN EVER—FABRICS AND PARASOLS FEATURED WITH GOWNS OF UNUSUAL BEAUTY—BRIEF DISCRIPTION OF WINDOWS

SPRING arrived in all its glory on March 5th—at least it arrived for thousands of State street shoppers on that day, for it was the day when several of the big stores drew aside the curtains and exhibited some of the most beautiful spring opening windows ever seen in Chicago. Other stores followed close on the heels of the leaders and as each store lifted the curtains, each in turn put its previous showings in the shade.

Many new motifs of fashion featured the openings, and the extraordinary treatment of backgrounds drew the attention of thousands of passers-by. Not only did these beautiful window displays attract the women, who look for prevailing and coming fashions reflected in the window display, but hundreds, yes, I might say, thousands of mere men stopped to gaze upon the spectacles of beauty.

The long stretch of Marshall Field & Company's State street windows were gorgeous with unusual settings and drapes of exquisite beauty. Never before has Chicago seen a series of windows of this

nature so artistically adorned with such rich gowns

The windows of the Charles A. Stevens and Brothers have always been recognized as examples of artistic decoration, but Display Manager D. W. Moyer surpassed his previous high mark when he placed the spring decorations for his big windows which were shown to the public on March 5th. The color scheme of the displays were old ivory with pastel colorings in the ornaments. Peacocks were embroidered on apple green Tokio silk; blue, purple, lavender and green predominating in the peacock and also in the gagoon in the front. Behind the French doors of the arcade windows were opalescent shades brought out by five different shadings of tarlatan. Pink rose clusters appeared here and there on the tarlatan. A large fountain in the island window was finished in old ivory and contained four monster ferns and several orchid plants, the flowers being of lavender shades harmonizing perfectly with the backgrounds of the arcade windows. Five streams of water continually bubbled forth from the fountain and rose five feet above the top. The seat, bench and stands were finished in old ivory.

The Carson, Pirie, Scott & Company's windows were of extreme beauty with dark mahogany background as a setting for an extravagant showing of gowns. Several windows of this store were given over to the displaying of men's furnishings. A beau-



ONE OF MARSHALL FIELD & CO.'S SPRING OPENING WINDOWS.



FEATURING UNDER-SEA SETTING AT THE OPENING AT MANDEL BROS.

tifully designed show card was placed in each window, each card being unique in design and new to State street.

Under-sea settings featured the opening displays at Mandel Brothers and great crowds were continually in front of the windows. The entire setting was carried out in sea green and afforded a very clever reproduction of the bottom of the ocean as it seems to be in our imagination.

A very beautiful and extensive showing took place at the Boston Store where elaborate scenic

paintings formed the backgrounds and old ivory was used on the floors. The big window at the corner of State and Madison streets showed a porch scene with a massive scenic painting in the rear. The porch and steps were done in imitation granite and an abundance of pink rambler roses were growing about the porch. Beautiful displays of silks, fabrics, parasols and novelties occupied the other windows.

The Fair was decorated in splendor, outstripping any previous showing by this store. Beautifully designed tapestry backgrounds were bordered with



THE BIG ISLAND WINDOW AT CHAS. A. STEVENS & BROS.



BOSTON STORE WINDOW AT CORNER OF STATE AND MADISON STREETS

heavy gold and the floor was in mosaic effect of gold and blue. Large imported vases were filled with natural flowers and ferns. Gowns of rare beauty were in perfect harmony with the entire setting. An extensive showing of silks, parasols and novelties also appeared.

The display windows of the M. L. Rothschild store, first, last and all the time are selling windows and one could not notice where any extra effort had been made to add to the attractiveness of the windows during the season of openings. However, by the above statement do not take it for granted that the M. L. Rothschild windows were not beautiful and of the spring spirit, but on the other hand remember that these windows are always a criterion for high-class clothing display men, and day in and day out they are beautifully and perfectly decorated. In fact—every day is opening day in the M. L. Rothschild windows. These windows during the spring openings showed beautiful tapestry scenes in the background with a rich green velour floor. Apple blossoms, English ivy and cherry blossoms formed the decorations.

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AUTO SHOW AT ROTHSCCHILD'S

THE aquarium at Rothschild and Company's store, Chicago, which for the past two months has been a big attraction, relinquished its position as the greatest drawing card, to the Automobile Show, now conducted on the seventh floor of the big department store. The aquarium still is maintained and drawing much attention but is at present secondary to the up-

to-the-minute showing of cars and automobile accessories. Every conceivable accessory is shown and demonstrated, and the many booths are crowded by motor enthusiasts.

The attention of the passersby is arrested by the display windows of the store where a tire appears in each window. The tire surrounds a circular card calling attention to the Auto Show. This little feature is made all the more magnetic because of the beautiful surroundings in which the tires and cards appear, as the pre-opening windows are set and more beautiful than ever. The Rothschild store is ever conducting events of interest, and showing novel things which create enthusiasm, and seems to show good judgment in what is of interest to the people.

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NAVAL EXHIBITION

MARSHALL FIELD & COMPANY is now showing, on the fourth floor of the big store, a United States Naval Exhibition, a collection from the government display at the Panama-Pacific International Exposition. It was brought here at this time as a matter of public interest in connection with the big recruiting campaign now being conducted throughout the country.

The interesting collection of United States naval equipment includes models of various naval vessels from the old "Constitution" to our present day giant "Oklahoma." Submarine torpedoes, shells, machine guns, rifles and other materials of unusual interest are shown.

IMPRESSIVE CHINESE WINDOWS

CHINESE window displaying featured the opening of the Frederick and Nelson Department store, Seattle, Washington. The work of designing and executing the display was under the direction of Charles C. Boyd, and Mr. Berg, the store artist. The former played a modernized version of the role of Mohammed and the mountain, in securing the various materials with which to paint his fashion window visions. He could not bring Chinatown to the shopping district, so he spent several days in searching every nook and corner of the Oriental colony of Seattle for ideas and the purchase of an interesting collection of genuine specimens of Eastern art. The result was a pleasing surprise to the shoppers, who found in the Oriental modes greater satisfaction of the desire for bright colors than can be found in the more limited sports costumes of stripes and checks.

The central decoration of the eight show windows flanking Second avenue was lacquered Oriental frames of bright alternating colors, bearing festively figured lanterns and gold silk tassels and enclosing quaint scenes copied from sacred personages and customs dear to the Chinese homelife and figuring prominently in the folklore of old China. These panels are the work of the store artist, Mr. Berg, and were taken from wall-paintings hanging in the homes, schools and joss houses below Yesler way. Each picture portrayed some symbol or custom interesting to the Occidental mind.

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IF THEY CONTINUE TO SOAR

THE store of Pike & Kramer, Dallas, Texas, furnished a real comic supplement to the Style Show, recently conducted in that city, with a window display of "vegetable" jewels—something that suggests itself if prices continue to soar. "Genuine potatoes" at \$600 to \$900 were featured as the store's greatest bargain, but a cranberry necklace was offered at the extremely low price of \$1,500. A string of navy beans was listed at \$3,000, and a small card announced that never again could such a bargain be had. There was no doubt that this store was offering bargains when a sausage link watch chain was listed at the almost unbelievable price of \$300. Carrot stick pins may be bought for \$350.

This window was crowded by chuckling visitors day and night. In the opposite window the firm had a beautiful display of the latest styles in jewels.

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APPEAL TO MERCHANTS

THE Chamber of Commerce, Newark, Ohio, has made a special appeal to the merchants of the city to give attention to the store windows.

The letter of appeal reads in part as follows: "Strangers visiting Newark judge the town by its general appearance. If the windows are unkempt, their interiors in a slovenly condition, the merchandise ill arranged and the clerks inattentive, the visitor forms a very poor impression of the merchants who own these stores."

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SPRING DISPLAY BY M. H. CASS FOR WONDER CLOAK AND SUIT HOUSE, FRESNO, CAL.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

This Department Conducted by G. Wallace Hess

IT makes little difference what our individual opinions of certain kinds of cards may be, as the man who buys them from us or who has control of a store will get pretty nearly the kind of a card he wants.

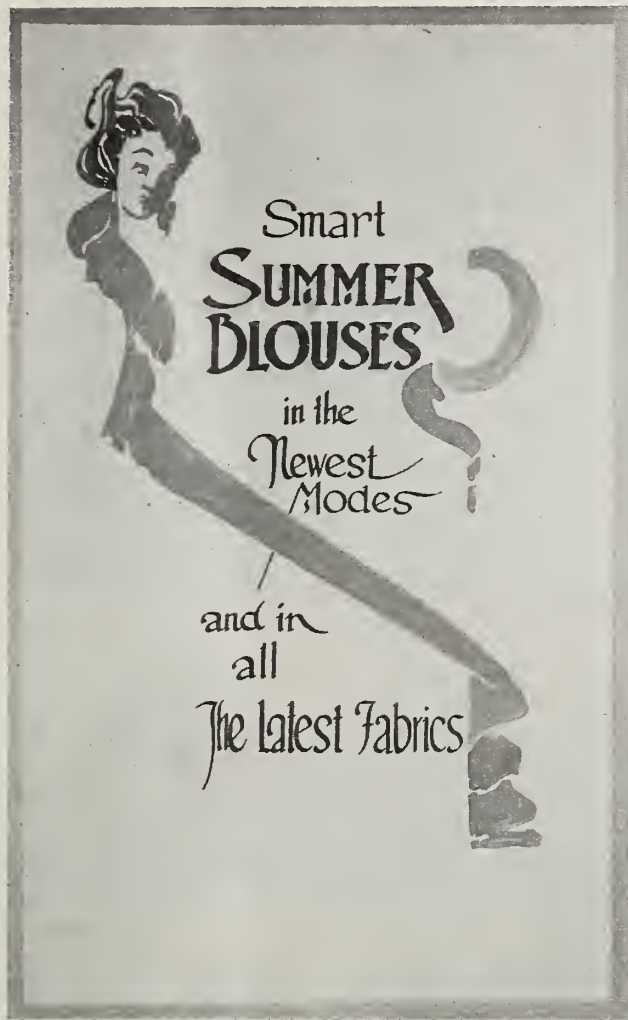
The four illustrated cards shown here are types selling at a dollar each in this market and all are half-sheet upright. The oxford sign is made in two tones of blue, white, orange and black. The copy has been taken word for word from an advertisement of the Maurice L. Rothschild, Chicago, store.

If you are in a locality reached by the Chicago dailies you can gain much by following the ads of

this store, for there is always "live," pithy sentences in every ad that can be used to good advantage for showcards.

The summer blouse sign is lettered in black with the head in natural colors and diaphery of bluish green. The men's apparel card has a brown tone of air brush color fading away from the upper left-hand corner with some yellow (opaque) scrolls over the same. Brown border, orange "breaks" between and at end of the sentence. The summer fur sign is made on green mat board, the figure being clothed in red, brown fur and a black hat. The lettering was done in white with red outline.





If you, as a showcard writer, are desirous of learning to use colors for illustrations, get number 2, 3 and 4 pointed red sable artist's brushes, pick up some good post card studies, hand decorated folders, or greetings and try sketching simple designs. Use a white mat board in preference to coated board.

Keep a glass of water handy in which to rinse brushes. An elephant's ear sponge (a flat sponge like a thick pancake) thoroughly wet and placed on a saucer is ideal to sweep your brush across in order to remove the surplus water.

To learn to use colors you must slough around in them yourself, as a knowledge of color mixing is desirable, and this requires experimenting. By having a couple of good blues, and reds and yellows and white and black, nearly any combination can be made.

For anniversary and opening displays it is nearly always possible to get a high school girl who has studied drawing or painting to help out in this respect. In every convent, also, is to be found a nun who will give lessons or do work, if no other means are at hand, and these women are invariably fine instructors.

To learn to draw the human figure you must get

a book on the subject, for there are fixed proportions for this work, and they never vary.

Another thing in favor of the amateur today is the poster magazine in color to be had at most any news stand. It is only by getting good copies or illustrations that any person with natural talent for drawing can hope to make his own sketches. A few lessons taken from some artist are desirable if they can be had, and training in an art school is even better. You must learn to creep first—don't attempt to do a thing that your common sense tells you you cannot do.

On many covers of magazines, on calendars, in high-grade advertisements you will find sketches, some simple, some too difficult.

A pantagraph I don't take much stock in for drawing, but for reducing or enlarging a cut stencil it is a time saver.

To learn to draw you must keep at it—work hard and use your gray matter.

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IF you are using advertising space, extreme care should be taken to put forth your strongest points. To be sure, a small space is far less profitable than the large, and to get fair returns you must be sure to fill that small space with brief but strong arguments.

POSTERS FOR DISPLAYS

HOW DISPLAY MEN MAY TAKE ADVANTAGE OF
POSTERS AND CARDS SENT OUT BY MANU-
FACTURERS—CO-OPERATION
INCREASING

JEROME S. WENSOLE

THE writer has often wondered why it is that so many display men fail to take advantage of the great advertising possibilities afforded by the litho posters and window cards submitted by manufacturers to the retailers handling their products. There can be no doubt that the use of much of this copy can be put to good use—one that results in increased business.

While I am not familiar with all branches of retail merchandising and the methods controlling the merchant and manufacturer, I do feel capable to speak from the retail clothier advertising standpoint and in speaking of the benefits of manufacturers' advertising, and the direct connecting link between manufacturer and merchant, I will confine myself to the clothing business.

In my experience I have found that the advertising manufacturer, in most cases, is pleased to aid the merchant, and feels that the greatest aid can be given through co-operation in advertising. Very often, I might say in most cases, the manufacturer is pleased to furnish high grade cuts and electros for newspaper advertising, as well as street car cards, billboard posters, inside store signs and beautifully lithographed window posters.

When a merchant, display man or advertising manager is asked why he does not use this material furnished by the advertiser, nine times out of ten, the answer will be, the advertising so given is ninety-nine per cent for the manufacturer and one per cent for the retailer and his store. They further say that the electros, car cards and billboard posters barely leave room for the retail dealer's name and address. While this may seem unfair, I feel that it really is the merchant's fault if he doesn't "cash in" on a bigger percentage as a result of this sort of advertising. The clever advertising man incorporates the advertising manufacturer's cuts and electros in his store advertisements and by doing this does much to give the article and store individuality and it is my impression that the advertising for the store is now ninety-nine per cent and for the manufacturer one per cent.

This form of advertising brings great results in window display but I do not feel that it is as noticeable as in newspaper advertising. I, however, am an advocate of a moderate form of such advertising in window displays. By the use of litho posters in the display windows and working them up into panels for window settings and sign work, it is possible to so familiarize the public with the posters themselves that they will immediately associate your display with the street car cards, billboard posters and newspapers using the same posters. I am illustrating my point by the use of a few photographic reproductions, the first showing a clothing display using a poster for panel. This poster was the same as those appearing in the newspaper advertisements. The men's shoe display background was arranged in the same manner, but the panel used carried the same illustration that was used



CLOTHING DISPLAY BY JEROME S. WENSOLE, SHOWING USE OF POSTER FOR PANEL.



SHOE DISPLAY BY JEROME S. WENSOLE, USING STREET CAR CARD DESIGN AS BACKGROUND.

on the street car cards. I have found this uniformity of advertising of great value to the store and I fail to understand why more display men do not make use of this good material at all times at their command. Most of the material sent out by the manufacturer is high class work as he knows very well the fruitlessness of persuading the display man to place cheap posters, cards or other material amongst an otherwise beautiful display. However, since the manufacturers have come to fully appreciate the value of window display they have entered into the spirit with the display man and as the latter desires the best that may be obtained, the manufacturer is also striving, and with success, to further co-operate by submitting advertising material that will not in any manner detract from the window displays. This co-operation is welcomed by all and not only has the retail merchant profited by such co-operation, but the manufacturer himself has been a big winner.

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DISPLAY MAN SCHOOLER LECTURES

THE third annual short course in Merchandising and Industrial Exposition, conducted under the auspices of the Sioux City, Iowa, Commercial Club, came to a close on March 3rd. The attendance this year surpassed that of any previous year and much benefit was received by all those who took advantage of the course.

Prominent among the instructors was Joseph B. Schooler, display manager for Davidson Bros. Company, Sioux City. Mr. Schooler gave several practical demonstrations on window decorating as well as many lectures on the subject of Window Display. The display man made a pronounced impression on the retail merchants and it is safe to say that many of them who had not taken advantage of the great

benefits to be derived from good window displays were awakened to the fact that good windows mean more business.

Mr. Schooler told the merchants that the merchant who is neglecting the opportunity to attractively display seasonable merchandise, even in the smallest village, is losing money; that many retailers fail in this respect because they do not understand that trade-pulling displays can be made, if one studies the problem, at a minimum of expense and time. Open discussion was invited at the conclusion of Mr. Schooler's lectures. This display man is widely known to the profession and has often appeared in public and private demonstrations of displaying merchandise. Several reproductions of his displays have appeared in the pages of the MERCHANTS RECORD AND SHOW WINDOW.

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"LONG MAY IT WAVE"

Off with your hat as the flag goes by;
And let the heart have its say:
You're man enough for a tear in your eye
That you will not wipe away.

Off with your hat as the flag goes by;
Uncover the youngster's head;
Teach him to hold it holy and high,
For the sake of its sacred dead.

Off with your hat in honor to the flag;
Do not desecrate, or cause its abuse;
Never, no never, use it as any old rag,
In arranging displays, or for decorative use.

Honor the flag so sacred to you and to me;
Never place upon it anything for display;
Hang it out boldly, carefully and free;
Allow it to swing in freedom's own way.

Honor our flag as the emblem of right;
Use it with discretion on every occasion;
It led our patriots through many a fight
And gave freedom to people of many a nation.
Long may it wave.

P. W. HUNSICKER.

Secretary International Association of Display Men.

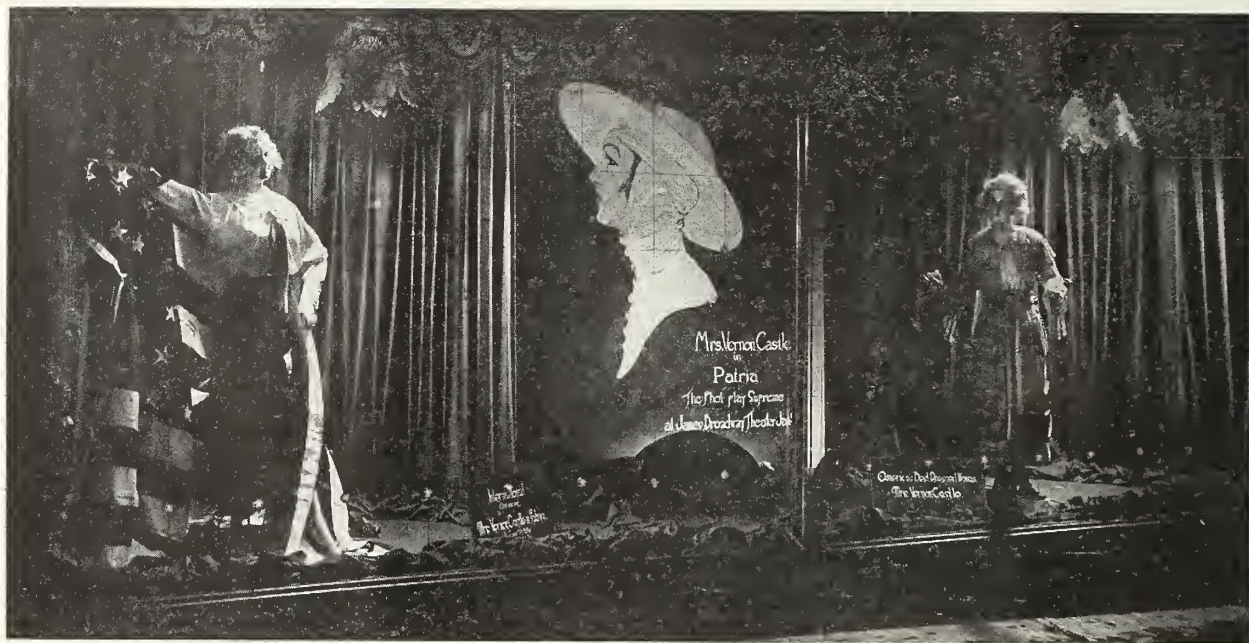
McMULLEN WINS SILVER CUP

L. A. McMULLEN, display manager for the Eastern Outfitting Company, Portland, Oregon, and president of the Portland Association of Display Men, has been returned the winner in the big window display contest conducted by a Portland theatre company for advertising Mrs. Vernon Castle in the photoplay, "Patria," now being exhibited throughout the country.

The prize for the winning display was a beautiful silver loving cup, and fifty Portland stores competed.

a winner in the big annual contests conducted by the MERCHANTS RECORD AND SHOW WINDOW and in several Monthly contests. The display profession has been greatly benefited by the work of Mr. McMullen and his fellow members on the Pacific Coast.

In the winning display a large painting of Mrs. Castle as "Patria" served as a background. On either side was a full-sized figure. One represented the film star as "the best dressed woman in America" and the other was Mrs. Castle as represented in an International film poster of "Patria." The effect



The displays exhibited were unusually novel and attractive, and it is needless to say that "Patria" and its star received some expert advertising. Mr. McMullen, the winner, already has a large size trophy cabinet and his latest acquisition is only one of a hundred prizes won by him. He has often been

heightened by black circular draperies behind each figure, the soft lights and the many small stickers bearing the likeness of Mrs. Castle. The stars and stripes served as a fitting and beautiful background for Mrs. Castle as "Patria." Rich plush was used in the hangings and about the floor.



Plate No. 4325. Hair Goods Display by A. C. Barker for Hochschild, Kohn & Co., Baltimore, Maryland.

The background of this unusually fine display was of grey plush and the carpet was grey to conform with background. The figures were draped in one piece of white satin with a few pearl bead ornaments. At the direct

center was placed a mirror with pink roses and white satin serving as a border. Particular attention is called to the excellent bust figures. This display attracted great attention and resulted in many sales.



SPRING DISPLAY BY M. J. B. TENNENT FOR MEIER-FRANK, PORTLAND, OREGON.

BEAUTIFUL FASHION REVUE

HOUGHTON & DUTTON COMPANY, Boston, Mass., recently conducted a beautiful Fashion Show, introducing many novel features. We reproduce here the stage setting as arranged and decorated for the occasion. This prominent feature created much favorable comment from the thousands that visited the display of fashions.

made of lattice work through which the girls came out upon the stage, which was twenty-one feet by fourteen feet, with the large fountain flower stand in the center. The floor was covered with artificial grass and sand was used for the walks.

Beautiful paintings on the back and sides pictured Italian gardens. It is easy to judge from this reproduction the artistic effect of the pergolas with southern wild smilax and wisteria hanging about them.



It was used as an entrance and starting point for the models. These show girls from two prominent companies playing in town at the time, walked down a broad decorated aisle and then returning made their exit the same as their entrance, from the stage. On the left hand side will be noticed the French windows

The posts and rear wall were finished in white and in the rear of the front pillars strong flood lights were placed which lit up the stage. The full effect of this display is very well shown in the reproduction, but was greatly enhanced by the pretty, graceful girls, and the colors of the gowns which they wore.



Plate No. 4326. Spring Display by W. F. Schultz for Kerr Dry Goods Company, Oklahoma City, Okla.

The scenic panel was done in oil and taken from a Colorado mountain scene. The reproduction was made in the workshop of the Kerr company. The colors of blue and grey harmonized beautifully with the setting, which was covered in felt of French grey. On the top of the

column at the left was a trellis over which hung an abundance of beautiful blue clematis. Reed furniture of French grey was used, and the show card was of grey composition board. This was one of ten windows arranged by Mr. Schultz and every display was of unusual beauty.



Plate No. 4327. Display of Garden Tools by A. W. Lindblom for New England Furniture and Carpet Co., Minneapolis.

An imitation brick wall served as a background, the wall having granite posts and top, composition board being treated to give the granite effect. Rich velour curtains hung from the top of the window and there were many

spring flowers and foliage in evidence. Every tool or implement known to the gardener was shown and the sales that resulted from this display amounted to hundreds of dollars. One neat poster appeared in the window.



Plate No. 4328. Drape Display by E. F. Swank for Louis Bischof of Crawfordsville, Indiana.

The background of this window was of solid mahogany with a French door effect, over which was a pergola effect entwined with yellow daisy vines. On either side of the French door were flower boxes filled with natural ferns and yellow iris. The floor was of black and white

blocked composition board. The figure was draped in white voils trimmed with black lace. Pink, white and red clusters of roses were placed on the rails and on the floor. Silk shaded lights appeared at either side of the background.



Plate No. 4329. Display of Party Gowns by E. S. Mulholland for Mack & Co., Ann Arbor, Michigan.

This display was considered the most elaborate display ever produced in Ann Arbor. The background of the setting represents a gateway of an ancient Babylonian garden, guarded by Urnina, the Assyrian god of peace and plenty. Rich pastel colorings, with blue and green pre-

dominating, were used. The court yard, represented by the floor, was blocked in blue and black imitation stone. Aside from the uniqueness as a decoration, the symbolical character of the setting was peculiarly expressive of the sentiment of the times.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
—WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF

Serge Dresses Were Never More Popular—There is a smart little model in Copenhagen or navy blue with zephyr embroidered bodice and skirt with tiny pleats all around for \$10. Two other good styles, at \$14.25. Both with double silk poplin collar, belt embroidered with tinsel gilt and made yoke style. One has wide box pleats, the other has cluster pleats front and back.

Just Received Some Very Smart Taffeta Frocks for Women to Sell at \$25.00—One of those pretty, easy-flowing tunic models, with a suggestion of a bolero in the smart little taffeta bodice, with its crepe Georgette sleeves and vest. Little touches of hand-embroidery and metal-thread stitching are its only ornamentation—\$25.00.

Blossom-Time Frocks for Girls—Fashion brings into bloom these charming new modes for children. There are clever little models in regulation dresses and wash frocks, and no matter whether it's for school wear or dress occasions that the new dress is needed, you will find just the sweet little style that will appeal to you and your daughter's liking. There is hardly any use talking about the prices, for you will readily see that any frock you select is more moderate in price than you expected to pay for it.

House Dresses, \$2.50—Made of striped gingham in pink-and-white or light blue-and-white. They have plain chambray collar with colored embroidery and detachable belt and pockets trimmed with pipings of chambray.

Blouses, \$2.65, \$3.85—At \$2.65, exceptional crepe de chine blouses, in light and dark colors and also in striped and plaid taffeta blouses to wear with suits. At \$3.85, some 500 blouses of crepe Georgette, pin-checked taffeta, plaid taffeta, crepe de chine. Many extremely good styles. Odd blouses from our own stocks at the reduced prices of \$5 to \$18.

New Middies That Will Please School Girls—Whereas, they are all of white galatea, there is quite a difference in the way they are trimmed this year, and they all savor of the smock fashion. Two new models are as little as \$1 each. One has a piping of color and the other sports bands of stripes and dots. Another is a true smock-middy with a yoke lacing in front and smocking in color; \$1.50. Still another style has a colored crash collar, cuffs and trimmed pockets; it is \$2.25. Sizes from 6 to 18 years.

New \$2.00 Blouses That Evidence the Pre-eminence of Our Blouse Values—Today we will place on sale some new \$2.00 blouses that we would like every woman who ever buys a moderate price blouse to see. They have all those elegances—all the fine touches—all the refinement of finish—all the individuality and distinction of style that you would expect to find only in the far more expensive models. In themselves—they are a most persuasive argument of the very substantial savings that can be exercised in buying blouses here.

Crepe de Chine Waists, at Only \$4.50—It's a modest price when one considers the excellence of both the styles and the quality in these waists. Some are fashioned with large collars, a number of which are of the convertible type, have good fitting cuffs and fasten with the best pearl buttons. Colors include flesh, green and yellow; also white.

Specials in Laces and Embroideries—42-inch silk point d'esprit net in black, white and evening colors, 55c a yard. 40-inch embroidered voile flouncing, white with colored embroidery, 38c a yard. 27-inch ruffle flouncing, 38c a yard. Imitation filet, Cluny, torchon and Valenciennes lace, ½ to 4½ inches wide, 5c to 35c a yard. 42-inch organdie flouncing, 75c and \$1.35 a yard.

New Petticoats to Wear with Spring Suits—There's a mint of 'em. Colors galore, in taffetas which have proven entirely satisfactory for such service, in styles finished with various beautiful flounces; rose, Nile, Copenhagen, navy,

chartreuse, black. These petticoats will be found very unusual values, prices \$4.50, \$6 to \$10.

Children's Spring Coats and Straw Hats—Anyone who thinks that little people do not have fashion openings too should see this showing. Little girls' new spring coats in serge and mixtures trimmed with silk poplin and with white pique collars and cuffs. Sizes 2 to 6 years, \$3, \$4, \$5 and \$7.50. Children's straw hats in all the new bright colors, including rose, Copenhagen, brown, black and navy, in ribbon-trimmed, tailored and fancy shapes; \$1 to \$5.

Glove Silk Underwear—New trimmings are shown—filet lace is much used and imitation baby Irish. More than 150 of the season's styles have already arrived—camisoles, envelope chemises, undervests, combination suits and knickerbockers. Prices from \$1 to \$12, according to style.

All-Silk Striped Shantung at \$1.25 a Yard—This is a 33-inch width with stripes in various colors on natural color ground. Suitable for spring dresses and men's shirting. 35-inch all-silk wash satin in white and flesh, \$2 a yard. 39-inch all-silk black taffeta with chiffon finish, \$1.35 a yard.

Handbags \$1, \$2, \$3—Sale—Same grades we have had in stock at much higher prices. Very large variety in the lot; leather; silk, both faille and moire. Drawstring and frame top style. Plain bags, headed bags, fancy bags, many in sports effects. Black and the good colors. All prettily lined.

Spring Hosiery for Young Folk—Girls' fine ribbed, mercerized hose, with double heels and toes, in white and black, 25c pair. Boys' medium heavy weight ribbed hose, with double heels and toes, in black; sizes 6 to 10—17c pair, 3 pairs 50c. Girls' fine ribbed black hose with double heels and toes—15c pair, 2 pair 25c. Wayneknit pony silk lisle fine ribbed light weight, also medium ribbed hose for boys, with double knees, heels and toes—29c and 35c, or 3 pairs \$1.00.

Featured Hosiery—Girls' extra fine ribbed, highly mercerized silk lisle hose, in white and black, with double heels and toes; sizes 5 to 10; 25c. Women's mercerized silk lisle, seamless hose with four-inch garter tops; double heels and toes; in white and black; 25c. Wayneknit silk lisle, full fashioned hose for women; double garter tops, double soles and high spliced heels; in white, black and black with lavender tops; 50c. Silk fiber boot hose for women; seamless, with double lisle heels and toes and lisle garter tops; in black; 39c pair; 3 pairs \$1.15.

Girls' New High Lace Shoes in Black and Tan—These are extremely good-looking shoes in a style that many young women will like for sports wear and just right for girls' school wear. The shoes are in black and tan leather in high-cut lace model with imitation wing and straight tips, perforated around vamp and eyelet stay and having welted soles and low heels. Price \$4.50 a pair.

Shoes for a Man, His Wife and Daughter—Men's shoes of black kidskin in lace and blucher styles, widths B to E, \$2.85 a pair. Women's shoes of soft gray leather in high cut lace styles with curved heels, \$4.50 a pair. Girls' button shoes of black calfskin with low heels and medium toes, \$3.50 a pair.

Something Spring-like About a Tan Shoe—It seems somehow or other to fit in with the season better than a black shoe and probably that is why the demand for these women's high tan lace shoes is even greater than it has been. They are the sort with imitation wing and straight tips, perforated vamp and various styles of heels that the Down Stairs Shoe Store sells at \$4.50 a pair. If a woman wants a button shoe she may choose from black calfskin with tipped or plain toes, and some with black cloth tops, at \$3.

\$50,000 Worth of Men's Fine Shirts—No matter in which direction a man's preferences may run, he will surely find a very pleasing assortment in this rare collection of men's shirts for spring and summer wear. Every type of man has been provided for and despite abnormal market conditions, in point of material and workmanship better shirts were never before offered at these prices. Cotton shirts, \$1, \$1.50, \$2, \$2.50; silk shirts, \$2.95, \$3.95, \$4.95, \$6.15.

Men's Handsome Silk Four-in-Hands at 65c—Figured and striped effects, in rich colorings—an assortment from which you'll be tempted to choose a full season's supply. An unusual value, because we bought the entire lot at a notable saving. All made with thin band at the back for easy sliding through the collar.

Philippine Hand Embroidered Lingerie \$1.98.—Night-dresses and Chemises, daintily hand embroidered, \$2.98, \$3.98, \$4.50, \$6.50. Very dainty new models, hand embroidered. Some Nightdresses in Empire style, the Empire line defined by medallions.

Sample Pieces of Fancy Laces $\frac{1}{4}$ to $\frac{3}{4}$ Yds. Long. 29c. to 98c. each.—The sample pieces of Laces from which an importer secured his season's orders. There are some two thousand pieces in all, ranging from one-quarter to three-quarters of a yard long, and all at a fraction of their real values at 29c. to 98c. each.

Handkerchiefs Slightly Hurt, at 5c. to 25c. Each.—The hurts are so trifling that in many cases you will find it difficult to discover them. Lawn and Linen Handkerchiefs in exceptionally wide variety of styles, though not many of a kind; including plain and initialed styles for men, and embroidered, initialed, plain white and colored Handkerchiefs for women.

Women's Fashionable Silk Skirts at \$9.75.—An event in which is included a choice collection of the most beautiful Spring models, showing many new conceits in pockets and belts. Made of novelty plaid, stripe and check silks, and of fine quality black and navy blue taffeta. Waistbands to 36.

Women's Dresses of Crepe de Chine at \$20.—A simple but very attractive frock for afternoon, theater or informal occasions, a skilful copy of a much higher-priced model. Developed in fine quality crepe de chine with stitching in contrasting color. To be had in light grey, copenhagen blue, wistaria, beige, navy and black. Sizes 34 to 42.

Some Very Smart House Dresses for Women Special at \$1.85.—Made on the same lines as attractive, higher-priced serge house dresses, which sold so well during the winter. Of percale, in striped effects, trimmed with narrow embroidery edging; large collar and turnover cuffs of white linene; separate belt, and two pockets on the skirt.

Most Excellent House Dresses—House dresses and house dresses and house dresses! Variety without end! It is not out of place to say that the values are the best we ever offered. That is the straight, simple fact about them. Then, the styles—as winsome as a little girl's smile. Yes, winsomeness in house dresses. For example, the "Billy Burke" house dresses, of gingham and percales, finished in plain bands to match the stripes—\$1.50, \$2 and \$2.50. Belt aprons are just here, of gingham in checks, full length, pockets, fitted belts—25c, 50c and 69c.

Semi-Made White Skirts—New Models—New Weaves—Special Values—Displayed in White Goods Store—The vogue for the separate skirt foreshadows a big demand for these semi-ready Skirts, which require but little stitching to complete and make them ready for service. In the White Goods Store we are showing a vast number of new weaves in a number of smart models, all of which will launder with perfect satisfaction.

New White Pique 29c. Full Yard Wide—One of the new and fashionable white weaves for spring and summer skirts, suits, children's wear and housedresses. It is 36 inches wide and special value at 29c yard. White dotted and figured mercerized Batiste at 35c. Fine sheer Batiste in a variety of dots, stripes and figure patterns. White, chiffon finished voile, 25c and 35c yard. The popular soft voile, 36 and 40 inches wide. Novelty skirtings and suitings at 39c yard. Plain and fancy weaves in a wide variety.

A Young Girl's Suit for \$25.—Very simple. Very pretty. Of men's wear serge in navy blue or black, or burella cloth in rose or tan. Pinch back, single-breasted, with bone buttons, patch pockets and exquisite silk linings. All sizes, 14 to 20 years. A fresh assemblage of Spring suits for girls and young women, in serge, Poirer twill, gabardines, tweeds, burella cloth and gunniburl, in all the new Spring shades; \$21.50 to \$79.50.

Printed Chiffon Voile, 28c. *In more than Four Hundred Styles*—And new styles added every week to this already wonderful assortment—for voile is the fashionable material of the season. Included are black and blue Challis patterns; large broken as well as more conservative plaids; sports-stripe effects, and voiles with lovely floral designs on white background. These are 38 inches wide.

45 in. Embroid'd Voile Flouncings 50c Yard. Usually 98c to \$1.29.—There are about three thousand yards all told. Fine quality voile foundation with richly embroidered floral, con-

ventional and other patterns. Scalloped and hemstitched edges. Opportunity to secure material for handsome summer frocks at a very low price.

Still More Lovely New Blouses of Georgette Crepe—It is such a delicate, dainty fabric and makes up so effectively it is quite as much in vogue as ever. At \$5.50 is a pretty blouse in white, flesh pink or bisque with white vest, embroidery and little tucks. At \$6.85 is a white crepe blouse, very frilly and new, with a double-pleated frill which is a continuation of the collar. At \$10.50 is a charming blouse in white, flesh or bisque, which has hand embroidery and Venise lace for its adorning.

Maids' and Nurses' Uniforms, \$2.50 to \$7.50.—All white styles, high neck and long sleeves, low neck with three-quarter sleeves; linon, Dixie cloth and cotton corduroy. In black uniforms are trim styles of soft percales, cotton pongees and mohair; low neck with white collars and cuffs; some high neck styles with long sleeves, white collars and cuffs. Gray uniforms of soft cotton pongee are in a very pretty Quaker shade with large white collars and cuffs, high and low neck.

Smart Spring Apparel for the Baby Boy—Coats, of shepherd plaids; double-breasted and with chevron on the sleeves, \$5.00. Others, without chevron, of dark blue serge and shepherd plaids. Sizes 2 to 5 years, \$6.00. Hats of Milan and Panama straws, \$3.00 to \$7.50. White Felt Hats for immediate wear, \$1.75.

These Hats for Girls—Are charming, to say the least, styles change, you know, for girls just as for grown-ups. The ones of Milan hcmp are particularly attractive—and there are so many to choose from. There are ribbon crowns; there are white brims with red, white and blue crowns, and there are chipped straws faced with green Milan. All just here, \$1.25 to \$6.50. Hats of Panama straws, quite new, mushroom shapes, \$5.

White Petticoats Hint at Lighter Colored Frocks—Some, in good quality cambric with a deep flounce of blind dotted embroidery and dust ruffle, are only \$1. Others of cambric have deep flounces of very pretty heavy embroidery and dust ruffle, two styles, at \$2.50 each.

69c for an Excellent Pair of Fibersilk Hosiery—Any Color—Favored tans or grays—plenty. Conservative blacks, or whites—plenty. The wanted colors to harmonize with costumes or boot tops—plenty. These fiber-silk boot stockings at 69c are in as fine a variety of color as we have ever shown at any price—and an excellent quality as well. They are full fashioned, made with double tops and soles and spliced heels. As excellent a value at 69c a pair as we know of hereabout.

Embroid'd Corner Handkerchiefs, 9c—7,000 for Women—*Extraordinary Sale*—We have purchased the surplus of a maker who is giving up the manufacture of handkerchiefs. At 9c apiece tomorrow they will make a truly remarkable value. Of sheer lawn, in half a hundred attractive embroidered designs, including floral, butterfly, openwork, conventional, wreath, medallion and others.

Men's Fine Shirts of Woven Madras, \$1.15.—Made of a standard grade of fabric in a variety of neat striped designs. Plain negligee style with soft double cuffs. Shirts that will give satisfaction in every respect.

A Great Many People Pay Too Much for Shoes—and they are not necessarily the people who buy high-priced footwear, but very often those who buy low-priced footwear and get poor quality. Women's black calfskin button shoes with black cloth tops, high and low heels and plain or tipped toes, \$3 a pair. Good-looking and serviceable shoes. Men's black kidskin lace and Blucher shoes in various toe shapes, widths B to E, \$2.85 a pair. Girls' black calfskin button shoes with low heels, sizes 2½ to 6, \$2.50 a pair. Boys' black calfskin lace and Blucher shoes, sizes 10 to 5½, \$2.50 a pair. Children's black calfskin button shoes, sizes 6 to 8, \$1.50; sizes 8½ to 11, \$1.75; sizes 11½ to 2, \$2.

Men's \$18.00 and \$20 Suits, \$13.50.—Because he found it impossible to duplicate the materials, one of our regular suppliers decided to discontinue this particular line, selling us his stock on hand at a substantial price-concession. These are smart light-weight suits, desirable for spring wear; full-lined. Of excellent worsteds, in faint-stripe effects on backgrounds of dark blue, brown and black. All sizes in regular proportions in the lot—and some for men of short or stout proportions.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
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Official Organ of
The International Association of Display Men

*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

April 1917

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IT is to be regretted that a few display men fail to realize that the little things count much toward making the display one pleasing to gaze upon or one not pleasing to the observer. Much has been said and written regarding the necessity of giving attention to the so-called "little things."

During the recent opening in Chicago an otherwise beautiful display was cheapened considerably by the show card carelessly placed and much the worse for poor lettering and erasures. The appearance of the card practically took all the dignity from the display and showed crass negligence on the part of the man who lettered it. It is a safe assertion the display manager did not make the show card, but he should have at least viewed the display from the sidewalk if he did not think it necessary to pass on and O. K. the work of his assistants. So badly mutilated and blotted was this card that first initials were not distinguishable, though the first attempt at them was unhappily noticeable. This happened at one of the big State street stores and is only another proof that much attention should be given to the "little things."

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NO LAGGING HERE

ON another page of this issue appears an appeal to every display man to do his share during this great crisis. It is not the intention of the writer to attempt to waken a dormant spirit, as he has already testified in a previous number of the MERCHANTS RECORD AND SHOW WINDOW, to the prompt response given by display men to the appeal for recruits; but now that the situation has become so aggravated, it is in keeping with the patriotic spirit of the display profession and its official organ to again ask the men to do all in their power by means of patriotic displays to bring our first line of defense up to its full strength.

Indeed, we might say here, that many display men injected this spirit into display windows only a few hours after the break had been made known through the daily newspapers; and without undue boasting on our part, we might mention the fact that the MERCHANTS RECORD AND SHOW WINDOW was the first trade paper to reproduce patriotic displays following the break, and also the first trade paper to call upon its readers to perform their duty as Americans in this, the country's gravest period.

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SPEAKING before the Associated Retailers of St. Louis, John G. Lonsdale, president of the National Bank of Commerce, St. Louis, said that the store windows of a city are the mirrors in which are reflected the culture, the wealth, the tastes and the desires of the people who patronize the stores.

RESOLUTIONS ADOPTED

AT the conference of editors of the Chicago Trade Press Association held at the Grand Pacific Hotel, March 23rd, the following resolutions were unanimously adopted:

WHEREAS: The time has again come in American history when we must defend our rights on land and sea and enter the field of war in the name of humanity, with the red, white and blue of Old Glory leading us on to victory, and

WHEREAS: The spirit of our forefathers, who fought, bled and died in the name of freedom in 1776, in 1812, in 1861, leading us down to the war for freedom of Cuba in 1898, still predominates in the American of today, so be it

RESOLVED: That we, the editors of the leading trade papers of the country, published in Chicago, in conference assembled in the city of Chicago on this 23rd day of March, 1917, regardless of birth, creed, party or affiliations do hereby pledge our entire and enthusiastic support to the President of the United States in maintaining the honor and integrity of our country, and be it further

RESOLVED: That we further pledge to the President the use and support of the editorial columns of the papers we represent in this international crisis and critical period of our history and shall urge the readers of our papers to stand solidly in back of him, as brother to brother, shoulder to shoulder for the cause of right and justice, showing the entire world that the spirit of 1776, of 1812, of 1861 and 1898 has grown with the ages culminating in the spirit of 1917, ready to defend our flag, our country and the rights of humanity at whatever cost; and be it further

RESOLVED: That in the furtherance of American liberty, justice and protection we urge the president of the United States and the members of Congress to support and enact into law a proper bill providing for universal military training.

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WARNING

Subscribers and readers of MERCHANTS RECORD AND SHOW WINDOW are hereby warned that there is a subscription swindler traveling throughout the country. January and February he was in Texas. The first part of March we heard that he had been in Florida and later continued his swindling in New Orleans.

Description

This party is described as follows: A Hebrew, age about 25, decidedly hooked nose, wears glasses, small of stature, smooth shaven, weighs about 135 pounds. Operates under various aliases such as H. L. Neuman, L. Hirsh and others. Carries a fake subscription form and receipt in the name of Chicago Magazine Circulation Bureau. There is no such firm and the party is a swindler and faker and claiming to represent several trade papers, has victimized a number of display men and merchants.

Should this party come to the notice of any subscriber or reader, please have him held by the police and wire this office for instructions.

MERCHANTS RECORD COMPANY,

431 South Dearborn St., Chicago, Ill.

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EVERY display man is urged to read the article on Temporary Backgrounds by G. A. Smith, and which appears in this issue.

NO-SALE PLAN DISCUSSED

THE question of the no-sale idea in operating the retail clothing stores was the proposition of great moment at the annual convention of the Oklahoma Retail Clothiers Association which took place recently at Tulsa, Oklahoma.

The plan of discontinuing the clothing sales was outlined in the Merchants Record and Show Window several months ago and gave much space to the question, stating the various angles as seen by leading clothing men of the country. The majority of Oklahoma merchants are in favor of the no-sale plan—at least they favor the discontinuance for at least twelve months. More than fifty merchants from the principal cities over the state were present and much enthusiasm was shown. Salem N. Baskin of Chicago talked on "How to Advertise for a No-Sale Store."

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THE Executive Committee of the Hamilton Retail Merchants' Association, Hamilton, Ohio, has issued an appeal to all the merchants of the city to install window boxes as soon as weather conditions permit. The committee says that the increased beauty and interest of the business district will be remarkable when these boxes filled with beautiful flowers are witnessed by the public during the week of April 2nd.

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THE Navy Department has sanctioned the holding of Navy Week, April 9th to 14th, to be observed throughout the country, and it behooves every display man to do his little "bit" through the display windows to stimulate recruiting in the United States navy.

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Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1917 have been made as follows:

Walter E. Zemitzsch, St. Louis, Mo.

J. W. Turley, Hartford, Conn.

J. H. Addison, San Francisco.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

The Value of High Class Draping

—Article 3—

By

T. Guy Duey

IN this article on draping I will deviate somewhat from the general character of the previous installments on the subject. I will endeavor to give to the best of my ability a more definite idea of how the greatest amount of efficiency can be successfully injected into the completed window display of fabrics. In so doing, I hope to convey a clearer insight to the readers of these articles as to the effectiveness of dress fabric display, wherein good draping has been the potent factor.

To be sure, the art of good draping is not alone confined to figure draping or what we might term garment designing. On the other hand, the very simplest kind of drape over any number of well chosen fixtures, providing the fabrics are handled with care as to arrangement of color and of the graceful sweeps, will create a very noticeable amount of direct sales as well as leaving a lasting impression on the majority of the onlookers. With this object in view, the windows and drapes here reproduced and described, I believe, should prove very beneficial to at least a few display men, as both classes of displays mentioned are fully brought out.

Illustration No. 1 shows one of a series of windows recently placed and devoted to dress fabrics. The form drape consists of a foundation of fine taffeta in peach shade. Over this is placed a flounce of white net with black embroidered design and edge, which was also used over waist. The over-skirt is of peach tulle, which is caught up on the left side with a colored beaded band. This drape proved quite interesting and effective. The simple drape on the opposite side was a rich peacock blue satin with an over-drape of 45-inch black lace flouncing.

Reproduction No. 2 shows a very striking display of sport silks, and every detail is well brought out in the half-tone appearing herewith. It will undoubtedly be noted that the handling of the fabrics emphasizes the quality of the same, also that the injection of a set of golf clubs and tennis bat points out the nature of its appropriateness for sports wear.

No. 3 shows another full form drape that drew much attention. The foundation was of white chiffon. Commencing with the center of the material in front of the form, the width of the material was used to form the length of the skirt, using ends for waist and



DRAPE DISPLAY BY T. GUY DUEY FOR WURZBURG'S, GRAND RAPIDS, MICH.



DISPLAY OF SPORT SILKS BY T. GUY DUEY FOR WURZBURG'S, GRAND RAPIDS, MICH.



FULL FORM DRAPE BY T. GUY DUEY FOR WURZBURG'S, GRAND RAPIDS, MICH.

sleeves. Silk was used over all with 18-inch embroidered lace flounce to finish bottom of the skirt. Along top of this flounce was placed a $\frac{3}{4}$ -inch satin ribbon. An over-drape of 27-inch lace flouncing to match flounce on skirt was then applied, the same being used for waist and tunic. The girdle was of white satin ribbon, and dainty bows were used in pairs down front of skirt. The only color used was in the beautiful flower on the waist.

At the opposite side of the window in which this form drape appeared was a display of rich silks, being draped over stand with chopping bowl top. The background and general setting of this display was a prominent feature. The background was carried out in a rich ivory tone with modern art decorations setting forth striking color combinations. The background proper was of landscape effect, done in purple tones. At the foreground a very light purple tint appeared and gradually worked into a deep purple at the horizon. The shades were devided with irregular stripes of bronze gold. The sky was in rich yellow. The conventional vine and birds were cut from high grade hand block linen cretonne and then pasted on the background, giving a beautiful and novel effect. The panels were filled in with imported wall paper, while smilax vine was used over the pergola top and gracefully hung from the vases. The show card in foreground was unique and neat and was painted on chiffon stretched tightly on a wooden frame.

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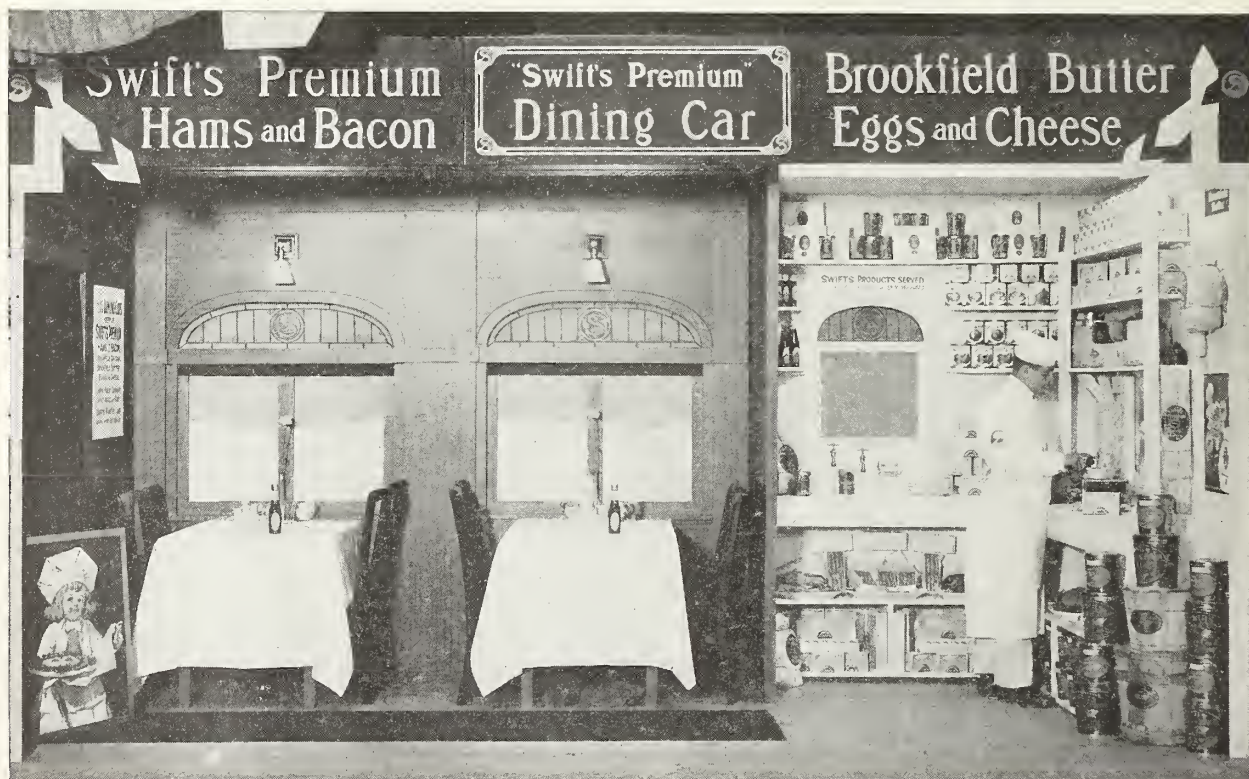
SWIFT'S DIPLSAY AT BANGOR

ROBERT M. WHITSON of the advertising department of Swift & Company's Boston office, recently placed the big house in a new field of advertising when he designed and built the exhibit here reproduced and which caused extreme interest at the Bangor Food Fair, held at Bangor, Maine.

The booth was 16 feet long and seven feet deep and was panelled in composition board on light frames. The panels in the diner were covered with mahogany paper while the mouldings were papered and put on with brass screws. The carpet and velour hangings were of rich dark green. The all white kitchen which evoked many favorable remarks, especially from the ladies, served as an excellent background for the various Swift products.

The windows of the dining car were of real glass on which were painted beautiful snow scenes in miniature. The top of the window frames were emblazoned with an old English S. The display was lighted just as the Pullman or dining cars are usually lighted. Two tables were invitingly set and a chef, an employe of the Swift Company, fried Swift's ham and bacon, and served small sandwiches to all visitors to the booth. This display marked the first time that the Swift Company advertised their products by public display.

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SWIFT & COMPANY'S DISPLAY AS PLACED AT THE BANGOR FOOD FAIR, BANGOR, ME.

CATCH PHRASES

SNAPPY EXPRESSIONS FOR SHOW CARDS AND ADVERTISE-
MENT HEADINGS—SOME ARE ORIGINAL, SOME BOR-
ROWED—ALL ARE SHORT AND TO THE POINT
AND BOUND TO ATTRACT ATTENTION

A CAPTURE OF EXQUISITE GOWNS.

* * *

FULL STOCKS—FINE VARIETIES—LOW
PRICES.

* * *

EVERY AID FOR FORMING THE FASH-
IONABLE COIFFURE.

* * *

BEAUTIFUL SWEATERS FOR LITTLE
FOLKS AT LITTLE PRICES.

* * *

AN EVENT OF SURPASSING IMPOR-
TANCE.

* * *

HAVE YOU SEEN THE NEW POIRET
FASHIONS?—HAVE YOU NOTED THE
SMALL PRICES?

* * *

THE HABIT OF SPENDING A FEW MIN-
UTES IN OUR BASEMENT DEPARTMENT
IS WORTH FORMING.

* * *

A SUBJECT THAT WILL NOT DOWN—
NEW CLOTHES. WE HAVE THEM AND
GUARANTEE SATISFACTION.

* * *

LOOK HIM IN THE TIE—THAT'S A GOOD
WAY TO TELL A MAN—ISN'T IT SO?

* * *

A RAINSTORM IS MOST ENJOYABLE
UNDER A ROOF OR UNDER ONE OF OUR
SPECIAL UMBRELLAS.

* * *

GOOD, SOUND, RIGHT-SORT OF WOOD-
ENWARE IN OUR HOUSEFURNISHING DE-
PARTMENT.

* * *

FOR MEN—ALL BROKEN LINES OF OUR
FINE SUITS AND OVERCOATS AT ONE
PRICE—\$15.50.

* * *

THIS IS A COMMEMORATIVE SALE
MARVELOUSLY PRICED.

* * *

SILKS HAVE COME INTO THE FIRST OF
FASHION—NEW AND AUTHORITATIVE
FASHIONS SHOWN HERE.

* * *

LOOK!—NETS AND CREPES UNDER-
PRICED AT THE VERY BEGINNING OF THE
SEASON.

CHILDREN'S COATS—GAY LITTLE AF-
FAIRS WITH DAINTY COLORINGS, SHIR-
RINGS AND PUFFINGS.

* * *

A CASE OF A GOOD SILK THAT HAS
GROWN EVEN BETTER—OFFERED AT
REALLY REMARKABLY LOW PRICES.

* * *

WHENEVER THE BOYS ARE READY
FOR NEW SUITS THEY WILL FIND OUR
BOYS' DEPARTMENT READY WITH A
GOOD SELECTION.

* * *

ONLY 1,000 MORE OF THESE FINE
FOULARD FOUR-IN-HANDS—VERY SMART
AND MADE FOR THIS HOUSE.

* * *

STRIPE IS THE WORD IN SPORTS
SILKS—AND THE WOMEN ARE ENTHUSI-
ASTIC OVER THEM.

* * *

LUXURIOUS SILKS FORM A MARVEL-
LOUS PICTURE OF OPULENCE IN THE
ROTUNDA—YOU WILL ENJOY THE VISIT.

* * *

DAINTY NEW BLOUSES AT SPECIAL
PRICES JUST RECEIVED—SPICK-AND-SPAN
NEW MODELS—ALL UNUSUAL AT THEIR
PRICES.

* * *

YES, A HOST OF WOMEN'S LATEST
HATS AT \$5—IT'S WORTH WHILE BUYING
YOUR NEW HAT TODAY.

* * *

FRESH NEW FASHIONS BURST THEIR
BUDS EACH DAY IN THIS STORE—FINE
SUNNY SPRING DAYS BRING OUT SUITS
BY THE SCORE.

* * *

LOW SHOE TIME IS NEAR—THE SPRING
FOOTWEAR NEED NOT BE EXPENSIVE,
EITHER, IN SPITE OF REPORTS OF SOAR-
ING LEATHER PRICES.

* * *

CURTAILED PRODUCTION AND DAN-
GERS ON THE SEA MADE US MORE DE-
TERMINED THAT MEN WOULD BE ABLE
TO GET IMPORTED SHIRTINGS AT THIS
STORE.

* * *

THESE ARE TRYING PERIODS OF GLOVE
SHORTAGES AND WITH IMPORTATIONS
AT THEIR LOWEST EBB, WE HAVE
GLOVES FOR EVERY NEED.

DISPLAY MEN AND PATRIOTISM

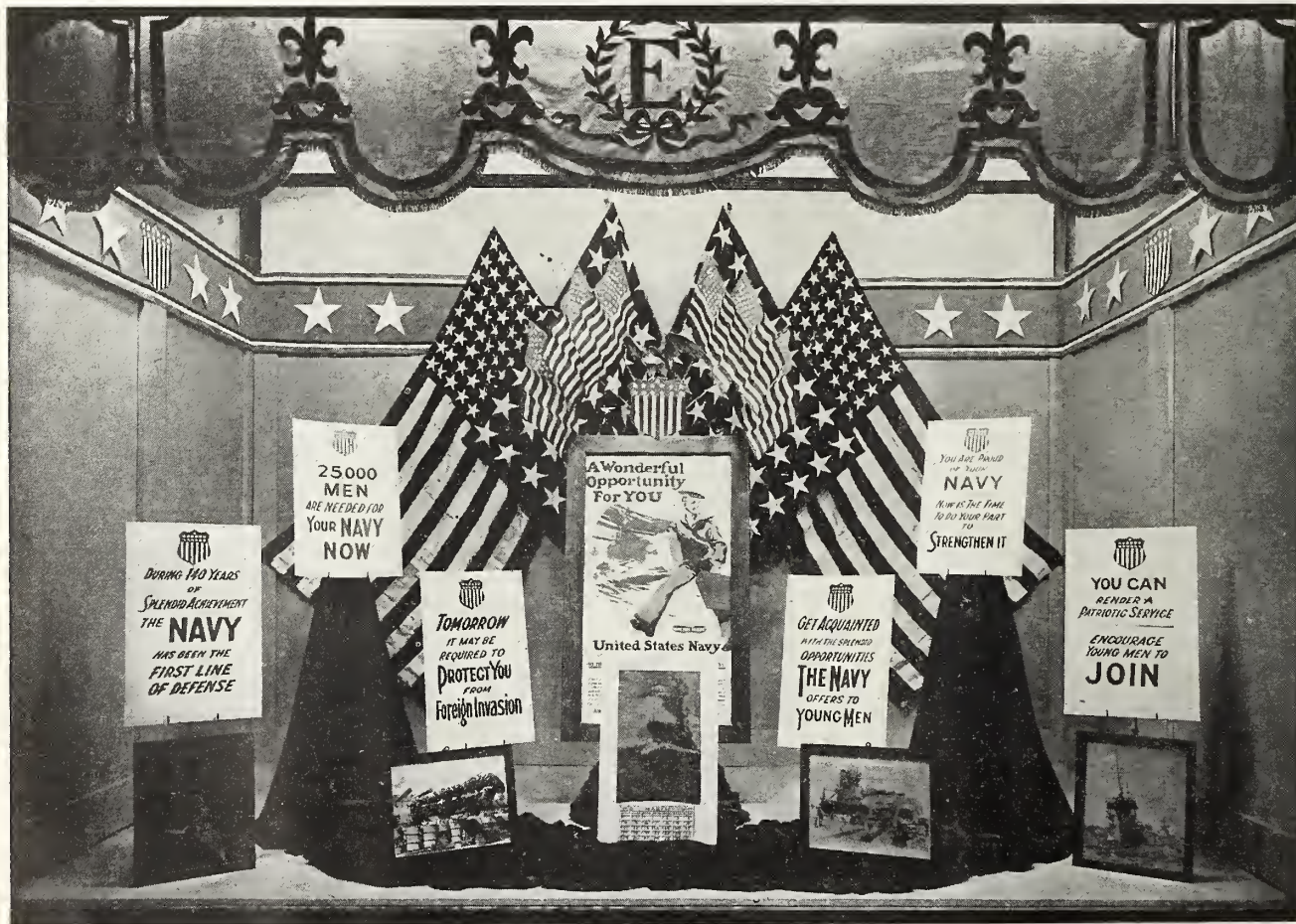
HOW THE DISPLAY MAN CAN BE OF GREAT AID TO HIS COUNTRY AT THIS CRITICAL TIME—NAVY DISPLAYS IN THE WINDOWS STIMULATE RECRUITING—DISPLAY MEN HAVE PLACED MANY ATTRACTIVE AND HELPFUL WINDOWS.

OUR country faces a grave peril and at such a time it is the duty of every true American to do his share toward preparing his country for any emergency that may arise. Relations with Germany have been severely strained and conditions have reached that point where preparedness is an absolute necessity. There is a danger confronting our country and to meet this danger the president of the United States has called for an emergency increase in the navy's enlisted strength to 89,000 men. No more effective service can be rendered a country at perilous times than to aid in the enlistment of men to bring that country's defense up to full war strength.

The navy is our first line of defense and as such has a record of over one hundred and forty years of splendid achievement. Tomorrow it may be required to protect these fair shores from foreign invasion, and 25,000 more enlisted men are needed to fill the complement of that navy. The

right kind of men are needed and the display men throughout the country, whether in small towns or large cities, can help Uncle Sam bring his magnificent sea fighting force to its full strength by placing window displays carrying with them the spirit of the day. Men of the sort that are needed pass your store every day and among them are many who will be glad to serve the country if the matter is brought to their attention in an attractive and convincing manner, and navy displays in the windows of the stores is perhaps one of the best methods of giving excellent publicity to a phase of preparedness in which every one is vitally interested at this time.

Following its custom since diplomatic relations with Germany were broken off, MERCHANTS RECORD AND SHOW WINDOW is reproducing herewith several window displays given over to this big movement of preparedness. These illustrations show various ways in which merchants and display men can



be of practical assistance to the United States Government in its big Navy Recruiting Campaign. The first reproduction shows a background draped with Union Jacks, symbolic of the navy, and American

flags. Across the upper edge of the background extends a border of dark blue crepe paper, edged with red, white and blue, on which were pinned white stars cut from cardboard. The center-piece



Plate No. 4330. Inaugural Display by M. Wolfson for The Koch Company, Akron, Ohio.

This display was made in connection with the recent inauguration of President Wilson and proved of great interest to all. The background of white sateen was partly covered with American flags and the stands were also covered with the colors of our country. The floor

was covered with a rich velour and the merchandise was shown on ivory stands and about the floor. Several well-known brands of hats were shown and besides a picture of the president which appeared in the center, three posters were used.



Plate No. 4331. Patriotic Display by R. W. Putney for the C. S. Hills & Company, Hartford, Conn.

This is another of the hundreds of patriotic windows now being shown by the display men throughout the country. American flags were festooned about the sides and draped from the background and around the pictures, as well as covering all the stands and much of the floor. Large shells and old rifles were placed in the win-

dow, and also prize cups and medals which were awarded to successful athletes in the Second Division Naval Militia Meet. Pictures of President Wilson, George Washington, Abraham Lincoln and Admiral Dewey were shown midst their country's flag. This display created considerable attention.

of the display is a Recruiting poster, borrowed from a Recruiting Station, as were the photographs and calendar in the foreground. At the upper edge of the poster is a unit composed of the American eagle and shield, with six flags. This material, as well as the shields used to embellish the show cards, may be purchased in any stationery department. These cards are elevated on shirt easels, and from two of the latter velour is draped and shirred over the floor.

Department stores having toy departments can add interest to the window displays by the addition of toy battleships, destroyers, submarines and other such materials. Boy scout outfits and middy blouses afford opportunity for patriotic displays by the clothing stores. An abundance of material suitable for patriotic purposes, and in this particular situation, material suitable for Navy Recruiting Displays, may be easily obtained from the Recruiting Stations. In most cases they will gladly furnish photographs of naval scenes, posters, et cetera. Should there be no recruiting station in your vicinity, material for such displays will be gladly furnished by the Publicity Bureau, United States Navy, 318 West 39th Street, New York City, or, MERCHANTS RECORD AND SHOW WINDOW, Chicago, Illinois.

MERCHANTS RECORD AND SHOW WINDOW urges display men to do their duty in this big drive to recruit men to man our battleships and bring to its full war strength our first line of defense.

AT THE NEW ENGLAND

A. W. LINDBLOM, advertising and display manager for the New England Furniture and Carpet Company, Minneapolis, recently secured the services of Friscou Lou Chiha, known to the theatre-going public as the peer of all xylophone artists, to give a tone test in the music department of the New England. Mr. Lou Chiha was at the store one day, during which he rendered hundreds of selections in conjunction with the latest Edison Talking Machine, and personally autographed all Lou Chiha records sold that day.

Alterations have been made at the New England. Furniture that hitherto was displayed on five floors has been moved to the other building of the New England and in its place large, spacious offices have been installed. These offices will be rented to business and professional men of Minneapolis. The offices will cover the space of four upper floors while one floor has been reserved for the displaying of office furniture and appliances. This change makes the entire building one of office character and will be known in the future as The New England Office Equipment Building. This change means added profit to the New England Furniture and Carpet Company and adds beauty to the building. The alterations were made under the direction of Mr. Lindblom.

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The display reproduced on page 56 of the March number should have been credited to F. E. Benton, Macon, Ga.

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Plate No. 4332. Tire and Mechanical Rubber Goods Display by Honor C. Blocker.

This display of automobile tires and mechanical rubber goods was placed in the branch window of The Republic Rubber Company, Chicago. A painting depicting the native rubber camp was one of the prominent features of the exhibit. This scene illustrated how the rubber sap is smoked and formed into biscuits and then transported to the nearest seaport. It showed crude boats or dugouts loaded with rubber biscuits,

and the dense jungle and river lent more of the real to the display. The entire painting was executed in warm colors, true to that part of the country. The floor was carried out in a dark green, and the mats on which the piles of tires rested were of bright orange, which harmonized beautifully with the warm colorings of the painting. This display remained intact during the recent auto show.

ASKED AND ANSWERED

Note—In writing to addresses in this column, kindly mention the MERCHANTS RECORD AND SHOW WINDOW.

Old Ivory Finish

MERCHANTS RECORD AND SHOW WINDOW:

I want to finish my windows in old ivory and desire you to tell me where I can purchase such a finish, or if it is not put up in that way, kindly give me the proper method of making the desired finish. I find your "Asked and Answered" department very valuable and the MERCHANTS RECORD AND SHOW WINDOW has been my instructor for thirteen years. I will greatly appreciate it if I find the answer to my question in the next issue.

Very truly yours,

R. C. F.

Answer—There is no paint known as old ivory, but the best way to get an old ivory finish is to first paint with what is known as ivory white. When this is thoroughly dry go over the same surface with a brownish yellow paint, and while it is fresh rub off with cheesecloth or some such material. When applying the brownish yellow see to it that it is put in all the deep places, corners, crevices, et cetera. This paint rubbed off, the surface should be rubbed down and you will have the old ivory effect.

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Framed Forms

MERCHANTS RECORD AND SHOW WINDOW:

Gentlemen: I am planning on placing a window display showing a framed form, but I do not know how to go about installment of same. Is it something that I could do myself or would it be necessary to have it made outside? H. J. MORRILL.

Answer—You can easily place this display, and the work of making it will not be difficult. Secure a large frame—gilded, and set it in the center of your window and build behind it an alcove of drapery—dark gives best effect. Then place the form, costumed as you desire, in this alcove. Electric lights are placed inside the frame and concealed from view. When lighted the effect will be similar to a life-sized picture.

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You Are Not Barred

Editor MERCHANTS RECORD AND SHOW WINDOW:

Perhaps you would be kind enough to tell me whether the fact that a display man submits an editorial article to your valuable paper and it finds reproduction in its pages would bar that man from entering photographs in the Annual Contest? E. J. F.

Answer—No, the MERCHANTS RECORD AND SHOW WINDOW does not bar a display man under conditions you mention. In fact, it welcomes the arguments and suggestions of the display men and should there be material of interest to the profession, would be glad to publish.

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Light Device Ready May 1st

Editor MERCHANTS RECORD,

Chicago, Illinois:

I have been a subscriber to the MERCHANTS RECORD AND SHOW WINDOW for fifteen years and can honestly say that my proficiency as a window decorator I owe to your valuable magazine. I am particularly

pleased with the "Asked and Answered" department recently inaugurated, and gather many valuable ideas from it each month. In the March number I notice that you had an article on a new portable lighting device that is soon to be placed on the market. Such a device is what display men and merchants have been waiting for and I would appreciate it very much if you would forward my name to the concern making the device. What is the price per light and when will they be available?

H. B. J.,
Pittsburgh, Pa.

Answer—We are glad to note your interest in the Merchants' Record and Show Window. Your name and address have been forwarded to the concern making the new device and you will hear from them in a few days. The device will not be on the market for several weeks because of the moulds being destroyed by fire. However, work is being rushed and the device will undoubtedly be ready by May 1st. The price per light is 15 dollars.

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Department Store Advertising

Editor MERCHANTS RECORD AND SHOW WINDOW:

I note through your columns that your paper is always ready and anxious to answer any questions that may be of interest to the display man or retail merchant. I wish to know of a reliable advertising concern where I can have copy made for Department Store advertising, and whose terms are reasonable.

P. J. F., Eugene, Ore.

Answer—We would mention the Economy Service Company, 231 West Thirty-ninth street, New York City, as a reliable and efficient concern. The Economy Service Company has devoted many years to the production of advertising and merchandising ideas and plans for the use of retail merchants, and the satisfaction given clients makes it a pleasure for us to recommend them.

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Conducting a Clerk's Sale

To the Editor Merchants Record Company:

I conduct a dry goods store in a small town and sometime ago I noticed in the MERCHANTS RECORD a scheme for conducting a Clerk's Sale. Having mislaid the number in which I saw this article, I am writing to you for details regarding this particular sale. Hoping to find details in the Asked and Answered department of the April issue, and thanking you, I am,

Very truly,

MERCHANT.

Answer—Several small stores conduct the kind of a sale you mention and the article you refer to concerned the sale as conducted by a dry goods store at Brockton, Mass. In that store there were about twenty-five saleswomen and each one was given a free hand in the selection of goods to be advertised, and the making of prices during a four-day sale. In the newspaper announcement, the space was divided into practically equal sections and each section had a saleswoman's name at the top, and below were the bargains she had to offer.

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New York

CHM. EDUCATIONAL COMMITTEE

J. D. WILLIAMS
Cincinnati, O.

International Association of Display Men

NOW FOR THE CHAMPIONSHIP

WHO will be the first member to win a "Championship Medal" in the I. A. D. M.? This is one of the best stunts the officers have pulled off in some time. It is meeting the approval of every member. Something to work for. Something not too easy to get. Something worth more than dollars can measure. Something we all would like to possess. Something we will have to earn.

Here is the plan: For several years the Association has been pushing forward not only in one way but many and one of the best things the officers ever did was to change the manner of the contests. Classes were provided for different lines of merchandise so that men in one line of merchandise did not have to compete against men of an entirely different line. Classes began to be added. More have been added this year and more are to be added next year. These classes will be added in proportion to the measure of interest the members take in them. Where entries have proven to warrant the division of the lines contained therein, new classes were added. Last year there were over 1,000 entries with over 700 distinct photographs of different displays. That warrants the officers in increasing the classes.

In addition to this extension of classes we have duplicated the same classes for members who have not been in the winning class. We realize that display men in smaller cities do not have the material, merchandise, fixtures and expense money to work with that men in some of the larger stores have at their command. We have thus provided for them in what we call the "Limit Classes." Points will count just the same as in the Open Classes. They will all count towards the championship to be won in the end. The championship will be conferred upon any member who wins 200 points in two or more contests. "Why not in one," some have already asked. Because it is deemed

wise to make every man come under more than one set of judges. There are now points enough so that it might be possible to win 200 points in one contest. It might happen that some member might have a special set of friends as judges that might possibly work unfairly in their decisions. By making it necessary for a member to come under an entirely different set of judges it will eliminate this possibility.

Points you have won in the past three years will count. No one has the required 200 points as yet, but with the increased number of points added to the winning of the classes, there are sure to be some of the boys pull through this year. Come on in boys. Win the Honored Championship. It can be done, but you will have to earn it. It will not be handed out easily, yet easy enough to make it worth trying for and still giving it a great value. A suitably inscribed gold medal will be given to commemorate this distinction.

You must thank the president and executive committee for putting up such a wonderful proposition, one that is sure to stimulate new interest and hold it from year to year. This splendid division will also be a help to many of our local clubs to try for the Grand Prize Association Cup. Who will win it this time? Rochester, Johnstown and Columbus each have one hold on the cup. There are three handles and the first club getting a hold on each handle will hold it forever.

Get busy now and remember to mount your photographs at the *corners only*. This is done to save a big expense in remounting and also the danger of injuring the photograph in unmounting it.

P. W. HUNSICKER, Secretary.

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PHOTOGRAPHS received during March, and marked for the big Annual Contest of the Merchants Record and Show Window numbered over three hundred. Judge for yourself the interest being manifested.

ANNUAL CONTEST OF I. A. D. M.

*Rules Governing the Twentieth Annual Contest of the International Association of Display Men—Many New Classes Added and Important Changes Made—
Special Class for Display Men in Small Towns and Stores
a Feature of the Contest*

THE largest and most complete window display contest ever conceived has been arranged by the officers of the International Association of Display Men for this year. There have been several new classes added to the previous arrangement, and the contest divided in a manner to give every display man an equal opportunity to get into the winning circle. With increased interest manifested from year to year and the great educational value of these contests, it behooves the association to meet the conditions and move a step forward. In the present arrangement it not only meets the demand for the present, but connects the contests from year to year.

Younger members of the association and members in smaller cities are provided with a division to allow them to compete among themselves without having to compete against the so-called "professionals," thus giving them what is known as the Limit Classes, which will be in duplicate of the Open Classes.

The association will also recognize the "professionals" by giving them the title and honor of Champion after having won a certain number of merit marks or points under different judges.

THE RULES

Rule 1. All members in good standing are eligible to enter photographs, sketches, drawings and show cards in the Open Classes.

Rule 2. Members in good standing who have not won more than two first prizes in previous contests of this association are eligible to enter photographs, sketches and drawings in the Limit Classes.

Rule 3. A committee of twelve judges shall be appointed by the president. Classes to be divided as follows: Three judges of Classes Nos. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14. Three judges for Classes Nos. 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30. Three judges for Classes Nos. 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41. The above nine judges to judge Class No. 42, known as the Sweepstakes Class. Three judges to judge the Show Cards.

Rule 4. All competing matter must be work that has been executed between the Nineteenth and Twentieth Conventions of this Association.

Rule 5. All awards to be made by comparison.

Rule 6. Show Cards and Price Tickets must be work that has been used in window or interior displays, except Class No. 45 which is the Air Brush designs. It must be the work of the member entering same and not the work of professional sign painters or show card writers not regularly employed by merchants exclusively.

Rule 7. The judges shall reserve the right to reconsider their verdict should the occasion warrant the same.

Rule 8. A photograph shall be entered in only one class. If same be eligible to another class, or both the open and limit classes a duplicate shall be furnished. All duplicates will be returned to the owners except in case both the original and the duplicate are winners.

Rule 9. All signs or marks of identification on matter entered shall be erased or covered over. Otherwise it will be disqualified. The nom-de-plume and No. of class only shall appear on any matter entered.

Rule 10. The name and address of the contestant shall be placed into a sealed envelope and filed with the Secretary. The nom-de-plume shall appear on the outside of the envelope.

Rule 11. All entries shall be in the hands of the Secretary by 12 o'clock noon on the Saturday preceding the convention, Aug. 4, 1917.

Rule 12. All matter entered in this contest shall become the property of the Association to be used for educational purposes. Duplicates not winning prizes shall be returned to the owner.

Rule 13. In case of a tie in points in either of the Grand Prizes, the Executive Committee shall review the entries of the contestants affected by the tie and decide the winner.

Rule 14. Photographs and drawings should not be larger than 9x12, and be mounted on mounts with art corners. The Educational Committee will remount all such matter so that it may be easily removed without injury to the photograph or drawing.

Rule 15. The title of Champion shall be conferred upon any member winning a total of 200 points, in at least two or more Annual Conventions of this Association. A suitably inscribed gold medal shall be awarded to all such members.

THE CLASSES AND PRIZES

Class No. 1—For photograph of best window display of women's ready-to-wear. (Cloaks, suits, dresses, evening wraps, etc.)

Class No. 2—For photograph of best window display of piece goods. (Silks, dress goods, wash goods, etc.)

Class No. 3—For photograph of best window display of millinery.

Class No. 4—For photograph of best window display of furs.

Class No. 5—For photograph of best window display of linens.

Class No. 6—For photograph of best window display of infants' wear.

Class No. 7—For photograph of best window display of lingerie or muslin underwear.

Class No. 8—For photograph of best window display of corsets.

Class No. 9—For photograph of best window display of handkerchiefs.

Class No. 10—For photograph of best window display of ribbons.

Class No. 11—For photograph of best window display of women's neckwear.

Class No. 12—For photograph of best window display of notions.

Class No. 13—For photograph of best window display of toys.

Class No. 14—For photograph of best window display of knit underwear or hosiery or both. (Men's, women's or children's.)

Class No. 15—For photograph of best window display of men's clothing.

Class No. 16—For photograph of best window display of boys' clothing.

Class No. 17—For photograph of best window display of men's or boys' hats or caps.

Class No. 18—For photograph of best window display of men's shirts.

Class No. 19—For photograph of best window display of men's furnishing goods.

Class No. 20—For photograph of best window display of shoes.

Class No. 21—For photograph of best window display of books, stationery, sheet music or pictures or combinations of same.

Class No. 22—For photograph of best window display of jewelry, cut glass, china or art ware, or combinations of same.

Class No. 23—For photograph of best window display of sporting goods.

Class No. 24—For photograph of best window display of hardware or house furnishings.

Class No. 25—For photograph of best window display of musical instruments and accessories, phonographs, etc.

Class No. 26—For photograph of best window display of furniture.

Class No. 27—For photograph of best window display of carpets, rugs and draperies or combinations of same.

Class No. 28—For photograph of best window display of drugs, patent medicines, druggists' sundries, cigars or tobacco or combinations of same.

Class No. 29—For photograph of best window display of groceries, provisions or confectionery or combinations of same.

Class No. 30—For photograph of best window display of luggage or leather goods or combinations of same.

Class No. 31—For photograph of best holiday window display. Any line of merchandise, or combinations.

Class No. 32—For photograph of best tableau display.

(There are many special displays arranged that tend to give the store general publicity, and to co-operate with some civic or charity function, or an occasion for a memorial display that really tax the display man's ability to the limit. These displays are very valuable in a general publicity way, and the association encourages them.)

Class No. 33—For photograph of best drape.

(Note: This class is to bring out new drapes, on full forms, shell forms, fixtures, or any new propositions, or ideas. Photograph these drapes separately from other displays and do not confuse this class with class No. 2. If desired two photographs may be submitted to show both front and back of drape.)

Class No. 34—For photograph of best and most attractive effect produced with artificial flowers, foliage, art paper, papier mache, plaster, scenic, or any other decorative accessories.

Class No. 35—For photograph of best exterior decoration of a store or public building.

Class No. 36—For photograph of best booth, or interior decoration of a store or public building.

Class No. 37—For photograph of best decorated float or automobile.

Class No. 38—For photograph, pen and ink, or water color sketch of best post, ledge or table display.

Class No. 39—For best pen and ink, pastel or water color sketch, offering a suggestion for a background for a window display.

(Award to be made on execution.)

Class No. 40—For the best suggestion for a window display, to be worked out in pen and ink, pastel, or water color sketch.

(This class is to draw out new ideas in the arrangement of merchandise, or working up ideas of connecting up window displays with advertisements, or otherwise popular songs or pictures. Mechanical display suggestions will be considered here. The judges are to consider this class upon the originality and practical ideas advanced, instead of the fine execution of the drawing. We want the new ideas.)

Class No. 41—For best drawing or sketch offering a suggestion for a float.

OPEN CLASSES

First Prize in each of the above classes is a silver medal and 15 points.

Second Prize in each of the above classes is a bronze medal and 10 points.

Third Prize in each of the above classes is a ribbon and 5 points.

LIMIT CLASSES

First Prize in each of the above classes is a Blue Ribbon and 15 points.



Plate No. 4333. Display by Jerome S. Wensole for Plymouth Clothing House, Minneapolis.

The color scheme of this display was purple and amber. The floor was of imitation marble in cream and black, with purple velour rug. The wood work and fixtures were in old ivory. The lighting effects were unique and caused considerable attention and favorable comment. A transparent scene was placed in the rear center of background, with moonlight effect gradually changing into full daylight. The second flood of amber light coming through the door fell flush on the figure on the left. The

third light was an overhead spot light on the figure at the right and the figure in sitting position was next illuminated. Then the sign was flashed followed by the strip lights which remained lighted thirteen seconds. The window was in darkness for two seconds and then the same operation repeated itself. This novel arrangement and display was placed to attract the attention of the theatre-goers from Hennepin avenue, a much traveled avenue after 6 o'clock.



Over 500 Merchants in Attendance at Convention in Des Moines, Iowa.

National Association of Retail Clothiers invite The KOESTER SCHOOL to give Lectures on Window Display

Within a year's time the National Association of Retail Clothiers invited Mr. Geo. J. Cowan, President of the Koester School, to deliver talks and demonstrations on window displays before State Conventions held as follows:

Illinois Convention, Chicago	- - -	400 in attendance
Wisconsin Convention, Milwaukee	- - -	300 in attendance
Ohio Convention, Cleveland	- - -	500 in attendance
Iowa Convention, Des Moines	- - -	500 in attendance

This recognition still further emphasizes the fact that **The Koester School** stands out as the recognized authority on Window Display Decoration. It is an assurance to you that the school has a world wide reputation of the very highest character.

Your own judgment will dictate to you that you cannot afford to intrust your education to any school but the best.

IT PAYS TO BE A KOESTER MAN



Over 500 Merchants in Attendance at Convention in Cleveland, Ohio.

Send for our Book that explains our instruction and tells of the success won by hundreds of our students.

The difference between a poorly paid and a well paid man is in exact proportion to his *knowledge*. The Koester School supplies the knowledge.

Write us today

THE KOESTER SCHOOL
215 South Market Street, CHICAGO



Do Your Windows Sell Goods?

THE KOESTER SCHOOL

teaches you how to put in window displays, make show cards and write advertising that *sell the goods*.

Any ambitious young man in the retail store will be greatly benefited by a course of study at this school.

We can refer you to 6,000 successful graduates.



Plate No. 4334. Peacock Window by L. A. McMullen for Eastern Outfitting Company, Portland, Oregon

This very beautiful display was done in various tones of blue. In the center of the background was a 7 ft. circle and at either side of it two brackets were placed. On each of these brackets rested a peacock. The birds were cut from composition board and painted in bright,

iridescent colors. The bodies were filled out with plaster paris from which genuine feathers proceeded to make the tails. The two screens were blue, with blue wall paper filling. A beautiful plush velour covered the floor and a neat card appeared in the foreground.

Second Prize in each of the above classes is a Red Ribbon and 10 points.

Third Prize in each of the above classes is a Green Ribbon and 5 points.

Class No. 42—Sweepstakes Class. For the best collection of twelve photographs of window displays. Not more than four photographs of the same particular articles.

(Note: This class is designed to get the general average of a display man's ability. Specialty stores will have plenty of distinctively different articles to compete in this class, as a shoe store may have four displays of women's shoes, four of men's shoes, four of children's shoes which would still leave room for a separate display of findings, etc.)

First Prize—A silver loving cup and 35 points.

Second Prize—A silver medal and 25 points.

Third Prize—A bronze medal and 15 points.

Each member receiving Honorable Mention in this class shall receive a ribbon and 10 points.

CARD CLASSES

Class No. 43—For the best five pen-lettered cards, none to exceed a half sheet size. Any color card, any style of lettering, or any kind of a pen may be used. No borders, lines or decorations other than those executed with a pen must be used in the execution of these cards.

Class No. 44—For the best five brush-lettered cards, none to exceed a half sheet size. Any color card, or any style of lettering may be used. But all work must be executed with a hair brush and no air brush shall be used in this class.

Class No. 45—For the best five air brush designs suitable for show cards or price tickets. Any size or shape. It is not required that these cards be lettered, as the award is to be made upon the design only.

First Prize in the above three classes to be a silver medal and 10 points on the Grand Prize.

Second Prize in the above three classes to be a bronze medal and five points on the grand prize.

Class No. 46—For the best collection of ten show cards, any size, any shape, any color, any material or combination may be used. Lettering may be done in any way, with any style of pen or brush or combination.

First Prize, a silver loving cup and twenty points on the grand prize.

Second Prize, a silver medal and ten points on the grand prize.

Third Prize, a bronze medal and five points on the grand prize.

Individual Grand Prize—A beautiful silver loving cup will be awarded to the member winning the greatest number of points in the contest.

Capital Grand Prize—A magnificent sterling silver loving cup, to be awarded to the branch association whose members collectively win the greatest number of points in the contest. Cup to remain the permanent property of any branch association winning it any three times. Association winning this cup to have the name and year only engraved upon the cup, and to have the custody of it until the next regular convention. Said association to be responsible for its safe keeping, and return to the next regular convention or forfeit \$200, the value thereof.

Awarded to Flower City Association, of Rochester, N. Y., in 1914; Johnstown Association, of Johnstown, Pa., in 1915; Columbus Association, Columbus, Ohio, in 1916.

§ §

ELMIRA TO FORM LOCAL

THE display men of Elmira, New York, are busy making plans for the formation of a local to be known as the Elmira Association of Display Men. Most of the display men in Elmira are members of the International Association of Display Men and fully appreciate what organization means and the extra benefits to be derived from a local organization. E. H. Fairchild, one of the leaders in display work in that city, and Earl H. Robertson, advertising manager for S. F. Iszard Company, are among the active leaders in the plan for organization.

§ §

ANOTHER LOCAL IN THE MAKING

THE display men of Norristown, Pennsylvania, are contemplating the formation of a local branch of the International Association of Display Men. The display profession has been making great advancement in Norristown and the men employed in the profession there have on many occasions proved themselves as worthy of a prominent organization.

There are about twenty display men in the town and with the men from the vicinity towns a fair-sized local could be formed. P. N. Welsh, display manager for the Hydeman's Department Store, is one of the active leaders in the project.

ONE OF SEVERAL
NEW MODELS IN
WAX. GLAD TO
SEND YOU PRICES
AND ALL OTHER
PARTICULARS



WE HAVE A NEW
LINE OF FORMS
ON WOODEN
STANDS AND
BASES. WRITE US
ABOUT THEM.

MODEL 16R

Send For Latest Photos and Catalogs

J. R. PALMENBERG'S SONS

EST. 1852

BOSTON
30 KINGSTON STREET
110 BEDFORD STREET

63-65 WEST 36TH ST., NEW YORK
FACTORY: 89 and 91 WEST 3d STREET, NEW YORK

BALTIMORE
Nos. 10 AND 12 HOPKINS
PLACE

SERVICE

*"He Profits Most
Who Serves Best"*



THE GRAPHIC INSTRUCTOR,
231 W. 39th Street
New York

Please send us full details as to how we can
render a better service to our customers.

Name

City.....State.....

Ideas of competition have completely
changed. We realize more the practical
inability of one merchant to underbuy or
undersell his neighbor.

To-day better merchants, everywhere,
are competing to render a better SERVICE
to their customers; its the keynote of all
big success.

The rendering of a better service in
your store rests very largely on the training
of your SALESPeOPLE.

Our "GRAPHIC INSTRUCTOR" is
designed to give them the very best pos-
sible training. A line from you will bring
full details.

The Graphic Instructor

231 West 39th St.

New York

INSTRUCTION DEPARTMENT OF THE DRY GOODS ECONOMIST

THE 1917 CONVENTION OF I. A. D. M.

Meeting To Be Held In St. Louis Next August Promises To Be The Best In The History Of The Association—Great Enthusiasm Shown By Members Of The Profession—Big Men On The Program

REPORTS received from hundreds of display men and local associations give every indication that the next convention will be the greatest meeting in the history of the International Association of Display Men. Never before have the men of the profession manifested more enthusiasm than at the present time, and every local organization is doing its share to send, if possible, its full quota of members to the big St. Louis gathering.

True it is, that there have been many mighty fine meetings, but, judging from the enthusiasm of the men, the preparations now under way and the calibre of the men whose duty it is to make the arrangements, we feel safe in our prediction that the next convention will be better, bigger and busier than any previous one.

Every display man affiliated with this grand organization knows the benefits derived from such association and it is needless for us at this time to go into details concerning those benefits. However, for the benefit of those who have lately become enrolled in the I. A. D. M. and who have not yet attended a convention of this association, it may be well to acquaint them with a few reasons why they should attend. The purpose of the I. A. D. M. is not self-emulation, but rather the development of the men and their chosen profession, and this betterment of the men and profession is greatly enhanced by the annual conven-

tions. Every display man is expected to feel free to offer any suggestion that may be of interest to the men and the profession or make any criticism that would have for its purpose the betterment of the association or the conduct of its work. Should a display man have something of interest to his fellow workers, the Program committee will gladly make arrangements for a place on the program.

Speaking of the program, it is not too early to list here a few of the men who will give demonstrations. "The men on the program" always mean much to the success or failure of a convention—that is, from an instructive standpoint—but the men already assigned places argue well for the Program committee and the success of the convention. Among those who will be seen and heard are: A. D. Hopkins, display manager for Gimbel Bros., New York City; Carl Ahlroth, display manager for Union Clothing Company, Columbus, Ohio; L. A. Rogers, first vice-president of the I. A. D. M. and display manager for Kline's, Detroit, Michigan; Harry W. Hoile, display manager for Loveman, Joseph & Loeb, Birmingham, Ala.; A. W. Lindholm, display and advertising manager for New England Furniture & Carpet Co., Minneapolis; Samuel Friedman, display manager for J. Blach's Sons, Birmingham, Ala.; T. Guy Duey, display manager for Wurzburg's, Grand Rapids, Mich.; Jerome S. Wensole, display manager for Plymouth Clothing House,



Plate No. 4335. Dress Clothes Display by M. Wolfson for The J. Koch Company, Akron, Ohio.

The background was of white sateen under purple rosette, these colors being in perfect harmony with the display. In the center panel was a full-dress figure done by the display man. The floor was of purple and white

blocks, and scarfs, shoes, gloves and other accessories were placed. A small silk shaded lamp appeared on the mahogany table at the right of the window and a large poster stood at the left.



W.F. RIED
PRESIDENT

Let Me Train You For a Big Money Position

YOUR chances of advancing to a worth-while position are rather slim unless you have **training** and **practice** that will enable you to assume bigger responsibilities at bigger pay. There are hundreds of clerks—yes thousands, that could easily fit themselves for big money positions with a little training and practice. I have trained hundreds of previously inexperienced young men to step into waiting positions as Window Trimmers and Display Managers. I will give you personal instruction in the Art of Window Trimming and Merchandise Display in the **largest exclusive school of window trimming in the world.**

Big Demand for Window Trimmers

Merchants in all parts of this country are embarrassed by the lack of capable window trimmers. This profession pays well, **\$25 to \$40 a week** in towns that we consider small and unimportant and from **\$40 to \$75 a week** in larger places. The work is fascinating—hours are short and the work clean. It gives you the opportunity to know

merchandizing values, to become a valuable asset in any mercantile organization and to gradually work your way to the top or to go into business for yourself. Merchants everywhere recognize the sales value of attractive window displays. If you have ambition and the determination to succeed, combined with the **Ried Method of Practical Window Trimming**—your future is assured.

Only a Few Weeks Required

The Ried Method of Practical Window Trimming is so simple that it requires only a few short weeks to complete the entire course. You start right at the bottom. You go through the course in easy stages. My method of training develops latent talent rapidly and assures lasting success because of the basic principles embodied in the instruction. All branches from the simplest to Advanced Draping. Special course in Draping for those wanting practical training in this branch alone. **20 big show windows** for my students' training and practice.

Limited Classes

Inasmuch as my method involves individual instruction, the classes are necessarily limited. Therefore, I urge any young man who desires to get out of the low wage class and into the ranks of big pay men, to write at once for my complete catalog giving full information about the day and night classes. Indorsements from the big merchants of America. Write me now—**Today.**

W. F. RIED, President,
Desk A

The Ried Window Trimming Institute, Inc.
Grand Ave., at 22nd St.,
Kansas City, Mo.

FREE SHOW CARD WRITING

For a limited time I am including a **FREE COURSE** in Show Card Writing for all those enrolling for my complete window trimming course. The value of this free instruction is \$50. Act at once. Get the benefit of this valuable instruction without additional cost. Combine window trimming with show card writing and make \$15 to \$25 **MORE** per week.

My New Art Catalog

—just off the press. Filled with beautiful engravings showing wonderful examples of window trimming, views of the Ried Window Trimming Institute, etc. Send at once.



FREE CATALOG COUPON

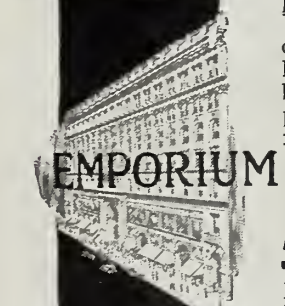
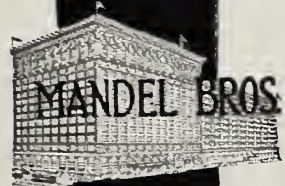
W. F. RIED, President
Ried Window Trimming Institute, Inc.
Desk A Kansas City, Mo.

I am interested in the Window Trimming Profession. Send me your Art Catalog, free and postpaid.

Name

Street

City or Town State



Minneapolis; W. H. Hinks, display manager for John W. Thomas & Co., Minneapolis; J. D. Williams, display manager for Burkhardt Bros. Co., Cincinnati; A. A. Hansen, display manager for Werner & Werner, St. Louis; Carl F. Meier, display manager and card writer for Simon & Landauer, Davenport, Ia., and Jack Cameron, display manager for Harris-Emery Co., Des Moines, Ia.

There can be no doubt as to the remarkable strides being made by the window display profession and this advancement is due in most part to the work of the I. A. D. M. as an organization and not to any individual or group of individuals. It has been through the meeting of the members of the profession, hearing the varied opinions of the men, and the striving of these men to better the profession and raise it to a lofty plane, that has today placed the profession before the retail merchant as his best advertising medium.

There is much to be gained by attendance at these conventions conducted by the I. A. D. M. and every display man should make his plans now and in August be the gainer by meeting the men of the profession, getting new ideas, and enjoying the spirit of good fellowship which is sincere among the men of the I. A. D. M.

* *

IMPORTANT!—ENROLL IN I. A. D. M.

JUST a word to you at this time. Why not? Why not join the association that is boosting your profession with all its might and main? We are continually striving for the advancement of the profession in general and it is our aim to bring the profession of display advertising to a still higher level and greater recognition of its importance as relating to modern methods of doing a successful business in mercantile lines.

Our coming convention promises to be one of the most interesting as well as the most important gathering of display men ever held. We will meet in St. Louis next August, the 6th, 7th, 8th and 9th. We extend to you an invitation to get in now and join with us so as to be ready for the full benefits of the convention and the contest classes. To wait and join at St. Louis when you arrive there will be **TOO LATE** to get in on the prize contest as the entries close on the Saturday previous to the convention. This is a fair warning to you. It is meant in all kindness and for your benefit. Several display men were badly disappointed last year because they did not get their entries in on time. You will have to be a member before entries will be accepted. The contest arrangement this year is a revelation; it is one of the most interesting propositions ever attempted for a display men's contest. We have arranged a class especially for new members and display men in small cities, who, with their limited opportunities for making elabor-

ate displays have a small chance to win a prize against the "old timers" in the larger cities who have everything in the world to do with.

Read over our contest classes on another page of this journal and see if you would not like to work your way up to become a "champion" display man. Drop me a card and I will give you any information you may desire regarding the Association. Accept this as a direct invitation from the secretary of the I. A. D. M. and let me send you an application blank to fill out. Do it today.

P. W. HUNSICKER, Secretary.

* *

THIS FROM FRIEND WHEETE

WE received a very kind invitation to visit Tulsa, Oklahoma—said invitation coming from O. E. Wheete, one of the leaders in the profession down that way; and we had about made up our minds to accept it when he followed up his seemingly generous invitation with the following:

In Old Tulsa

"We're down here in old Tulsa
Where you never have the blues;
Where the bandits steal the jitneys
And the marshals steal the booze.
Where buildings horn the skyline,
Where the populace is boost,
Where they shoot men just for pastime,
Where the chickens never roost;
Where the stickup men are wary
And the bullets fall like hail;
Where each pocket has a pistol
And each pistol's good for jail;
Where they always hang the jury,
Where they never hang a man;
If you call a man a liar, you
Get home the best you can;
Where you get up in the morning
In a world of snow and sleet
And you come home in the evening
Suffocating in the heat;
Where the jitneys whiz around you
And the street cars barely creep;
Where the burglars pick your pockets
While you "lay me down to sleep";
Where the bulldogs all have rabies,
And the rabbits they have fleas
Where the big girls like the wee ones
Wear their dresses to their knees;
Where you whist out in the morning
Just to give your health a chance,
Say "Howdy" to some fellows who
Shoot big holes in your pants;
Where wise owls are afraid to hoot
And birds don't dare to sing—
For it's hell down here in Tulsa
Where they all shoot on the wing."

We are not going.

* *

BIG NIGHT AT ROCHESTER

WITH about two hundred display men and visitors present, the Rochester Display Men's Club held their second annual banquet on March 1st at the Hotel Rochester, Rochester, New York. The visitors present included proprietors, directors and advertising managers of several of the big stores of the Flower City.

An elaborate feast was enjoyed, followed by en-

FELDMAN'S FORMS

On the right are shown two models to illustrate our line. The eye of the experienced display man will take in in a glance the natural and graceful modeling. Feldman's forms and wax figures are designed to keep abreast with the prevailing styles.



These Are the Manikins

Feldman's Manikins have created a furor in the East and wherever shown. Their uniqueness makes them wonderfully attractive. These Manikins are useful on account of their practicability for aiding in the display of most any merchandise sold in a department store. Let us send you full information, prices, etc.

Visit our New York show room

Feldman Fixture Company
24-26 West 30th Street NEW YORK CITY

*Manufacturer of French Wax Figures—display forms,
metal and wood fixtures—valances and artificial flowers.*



Feldman's 1917 models in waist and suit forms are made with our special non-crackable enameled busts. They are washable. Let us send you full particulars.



LATE SPRING
and **SUMMER**
Decoration. Keep
your **WINDOWS**
dressed all the time.
Our Seasonable
Floral Decoration
will help you.

Our prices are 20% to 30% lower than
any other house.

Send for our catalog

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. Chicago Avenue, CHICAGO, ILLINOIS



tainment by a select group of artists. The banquet hall was beautifully decorated with American flags and bunting, palms and daffodils. Red song books and red-ribboned name cards added a gay touch of color. The entertainment over, the men sat back and listened to several very interesting and instructive talks by men widely known in the retail merchandising world. R. B. Powell, a Rochester attorney and an expert in merchandising questions, spoke on "The Foreign Policy of the United States." He referred often to the various difficulties our retailers are now combating and his talk was greatly appreciated. Before introducing Attorney Powell, H. B. Martin, president of the Rochester Display Men's Club, outlined in brief the history of the organization, its affiliation with the International Association of Display Men and what it meant to the local to be so affiliated. He spoke of the work that had been done and of the accomplishments, and outlined plans for the future. In closing his remarks Mr. Martin told of the great benefits to be had from the convention, the friendships that are cemented by meetings at these conventions and he urged every display man attend the next convention of the I. A. D. M. to be held at St. Louis next August. Joseph A. Dawes, advertising manager of the Wallensak Company, Rochester, proved himself an interesting speaker and one familiar with the subject he handled—"Display." The meeting broke up at the midnight hour and all pronounced it the best ever.

✕ ✕

WELCOME SOLDIER DISPLAY MEN

THREE soldier display men who recently returned from the fighting lines were given a rousing reception and welcome by the members of the Buffalo Association of Display Men at the last bi-monthly meeting of the organization. The banquet hall was decorated with American flags, and signs reading "We Welcome Home Our Three Soldier Members," "Back Once More," "Welcome," and many other such phrases. The three men in whose honor the big celebration was given are Walter Lantoff, George Greenleaf and George Klein. An elaborate feast was set and a high class entertainment given. Previous to the entertainment each of the three soldier boys related his experience while at the front and the remarks from these men proved highly interesting to all present. The display men in attendance were:

Clement Kieffer Jr., president; Joseph Becker, H. Gunter, W. Spencer, George S. Robinson, D. Bellanco, Howard Johnson, W. H. Hamlin, William Sapin, Charles N. Potter, J. Shotsky, J. E. Genrich, A. J. Conrad, E. E. Claskey, Chauncy Greenfield, E. J. Miller, A. W. Manning, Frank J. D. Schultze, P. H. Pike, James F. Disher, George W. Murray, M. J. Hughes, W. Lantaff, George Greenleaf and George Klein.

AN OLD STORY

Once upon a time,
In the days
When Show windows
Were lighted with
Candles or
Oil lamps,
In the days
When you, Mr. Decorator,
Had to wash and
Clean your glass front,
Had to do your
Own porter work,
Clerk behind the counter,
Help do the buying,
Etc.—Etc.—Etc.
Those were the happy days.
We never soiled our best
Sunday go meeting
Clothes,
(Because, we used to wear
overalls),
Ours was a dirty job,
Get me, JOB,
Hammer and
Saw, and
Tacks and
Nails,
Trying to devise
Ways and means
To make the necessary
Fixtures to
Make a display
In our windows of,
Every thing the store
Carried and some
Things the
Store did not carry,
You remember those
Days, old pal,
Days that have left
Their imprint upon
The good nature of
Many a display man.
But,
What I want to get to is
Not to draw your
Thoughts back to
Those days of almost
Torture,
But,
For the life
Of me,
I cannot understand,
Why some displaymen
Still follow the days
That date back to
Antiquity in their
Methods of
Display.
You know that
There are fixtures made
Adaptable to any purpose,
And
Yet,
There are window displays
In every city
In the union
That would
Take you back
To the days of yore,
When,
A displayman was judged
By the way he could
Use a hammer or saw.
Try to be modern.
Days that have passed
Should be forgotten.
It takes Originality
To make good these days,
And you can't make good
If you think that
You can put over
The old stuff
And
Get away with it.

For the boss
Is a wise one.
Do your level best to
Make your windows
Stand out as
Prominent
As a pimple on
A fat man's nose.
It takes money
To get results from
Your window displays,
And don't run away with
The thought that you
Can get better results
From your displays,
Than,
The displayman
Who
Spends a little of
The firm's cash to
Liven up his displays
And
Modernize them.
Remember this,
That
Fixtures cost money,
But
They bring home the bacon,
Backgrounds cost money,
But,
They help sell goods,
Decorations cost money,
But,
They add life to the display,
Light costs money,
But,
It shows up your mdse. to
advantage.
So,
Don't think that
A dollar invested in improving
Your windows
Is lost money,
You are wrong,
Absolutely wrong,
For it is an investment
That will pay you 100% in-
terest.
You can't make
Something from nothing,
For,
Nothing begets nothing,
But you can make
Nothing from something,
And that very easily, but
It is easy to make something
From something,
But,
It takes a wise one
To make,
More than something
Out of Something,
So get wise,
And
Apply your wits
To making
Your windows
More than the
Windows
Of your competitors,
And,
You will reap your share
Of success.
But,
You are going backwards
If
You have just
Ordinary displays,
Or displays that are just
Nothing,
Compared with those of
Your competitors.
Samuel Friedman,
J. Blach's Sons,
Birmingham, Ala.

Send for a *FREE* Copy of The New Economy Service Bulletin

The issue of April 1st (first number for May) contained many important improvements in the valuable service we are rendering retail stores throughout the country.

The new features include the following:—

—“A Budget of Suggestions,” containing ten typewritten pages of advertisements, ideas, etc.

—A full page of Wana-

maker illustrations for the exclusive use of our clients.

—A display supplement containing ideas for window and store trims, store “kinks,” show card ideas, etc.

—An attractive White Sale posterette for show-card embellishment.

—A page of ad “layouts.”

There were even more than the usual quantity of clever, attractive illustrations, as well as some interesting new features for Spring advertising.

A FREE copy of this Bulletin will be sent you if our service is not already placed in your town. Attach this ad to your letterhead and send it to us NOW.

Economy Service Company
231 West 39 St - New York City

Affiliated with *The Dry Goods Economist*



Display by W. F. Brink, for Saks & Co., New York

THE GREATEST BUSINESS CORNER IN THE WORLD
Adler-Jones Artificial Flowers and Decoratives

Used Exclusively

THE ADLER-JONES CO., 333 South Market Street, CHICAGO

Our Catalogue Mailed on Request. Write Dept. A

MOVEMENTS OF DISPLAY MEN

T. E. B. DOUGLAS is now employed as display manager for the four stores controlled by the Guarantee Shoe Company, whose main office is in Birmingham, Alabama. Mr. Douglas at one time was with Marshall Field & Company, Chicago.

× ×

J. EROME S. WENSOLE, display manager for the Plymouth Clothing House, and Mrs. Wensole, Minneapolis, were in Chicago recently, viewing the openings.

× ×

J. T. HURLEY, who served several years in the display profession in Chicago, is now located at Yorba Linda, Orange County, California.

× ×

M. P. STAULCUP, of New York City, advertising and display specialist, has returned from a month's stay at Palm Beach, Florida. He was accompanied by Mrs. Staulcup.

× ×

T. GUY DUEY, display manager for Wurzburg's, Grand Rapids, Michigan, recently visited acquaintances among the Chicago State street display men.

× ×

E. EARL C. SCHERFF was in Chicago recently on business pertaining to his new position as display manager for Johnson Bros.' store, Peoria, Ill. He was formerly with O'Brien-Jobst Company, same city.

× ×

R. OBERT KARGER, formerly of Houston, Texas, has been appointed display manager for the new store of the Jarrett Dry Goods Company, recently opened in Corsicana, Texas.

× ×

G. EORGE DEERE, formerly display and advertising manager for the Wilcox Bros' store, Bloomington, Ill., has accepted a similar position with the W. H. Roland's store, Bloomington.

× ×

A. E. OETQUIST is now employed as display manager and show card writer for the Ruetell Clothing Company, Grand Forks, N. D. He was recently with the Tower Clothing Company, Superior, Wisconsin.

× ×

R. ICHARD G. SCOTT, formerly first assistant decorator at John Shillito Company, Cincinnati, Ohio, is now display manager for Kline's store of the same city. He was in Chicago during the opening here.

J. OHN STIFF, display manager for the John Shillito Company, Cincinnati, Ohio, was a recent visitor in Chicago, coming here to view the State street opening windows.

× ×

S. AM FISCHKIN, who has been employed at Aberdeen, South Dakota, has accepted a display manager's position at Beloit, Kansas. He also served two years in the profession in Chicago.

× ×

F. A. HENNING is now display manager for one of the big stores in Lawrence, Massachusetts. His previous address was Lewiston, Maine.

× ×

E. EARL FAULKNER has accepted a position as display manager for the Harrison and Dalley Department Store, Nyack, New York.

× ×

R. ICHARD BAHR, who for several years was with the John Kenney & Company, Delavan, Wisconsin, is now display manager for the H. Alschuler Company, Gary, Indiana.

× ×

R. SCHORNSTEIN is now display manager for the Sam Bonart store, New Orleans, Louisiana. He was formerly with the Star Clothing House, Galveston, Texas.

× ×

M. A. LYONS left Altus, Oklahoma, recently to accept a position as display manager for a large store in Preston, Idaho.

× ×

S. W. BRADFORD resigned on March 1st his position with the Sanford Shoe & Clothing Company, Sanford, Florida, and is now employed in the profession at Marietta, Georgia.

× ×

H. ARRY AIGELDINGER, for some time with the Gelt and Mayer Department Store of Bloomsburg, Pa., is now located at Wilkes Barre, Pennsylvania.

× ×

V. ICTOR DALLONS, formerly of Beloit, Kansas, has accepted a position as display manager for Phelps Dodge Mercantile Company. He will look after the affairs of the company's store located at Lyrone, New Mexico.

× ×

B. J. ROBERTS is now employed at The 5th Street Store, Los Angeles, California. He was formerly employed in the profession at Salt Lake City, Utah.

HARDWARE WINDOW DRESSING

¶ We have just issued the only book ever published on window dressing for the hardware store.

¶ It is a book that will make a lot of money for any hardware store.

¶ Everyone knows that advertising pays. Window advertising is the best and most direct form of advertising.

¶ This book tells how to make your windows pay big dividends. It tells how to display everything carried by a hardware store, from stoves and ranges to safety razors.

¶ It tells how to make your own fixtures and put in money making displays at no cost whatever. It also tells just how to put in elaborate displays for special occasions.

¶ This is not a theoretical work containing the opinions of one man only. It is a collection of the best ideas of the most expert window dressers in the hardware trade with specimens of their best work.

¶ These men have contributed their experience covering every phase of hardware display. This volume therefore represents the sum total of information on the subject.

¶ Every step is explained in detail not only in words but by diagrams and illustrations. There are more than 200 reproductions from photographs showing splendid displays of all kinds of hardware adapted to all kinds of stores and all kinds of windows from the largest to the smallest.

¶ Anyone can follow the directions in this book and put in money making window displays. No experience is necessary. The descriptions are so simple that any clerk can follow them.

¶ The price of the book is \$2.50 prepaid and the first window display put in will pay for it a dozen times over. The price in combination with one year's subscription to the Merchants Record and Show Window is \$4.00. Subscriptions advanced from any date. Our name is a guarantee that "Hardware Window Dressing" is all and more than we claim for it.

THE MERCHANTS RECORD CO.

431 S. DEARBORN STREET,

CHICAGO

Results!
that please the artist
the "boss" and the
public are obtained
from use of

"Perfect Stroke"
BRUSHES
AND
SUPPLIES.

Air-brushed cards and window back-grounds from the Daily Studios "ring the bell" when attention-compelling power is considered.

Our new circular, M-4
gives all particulars

Send today for FREE Supply Catalog
BERT. L. DAILY.
ADVERTISER'S BLDG. DAYTON, OHIO.

Merchants Record Company have in stock at this time a few slightly damaged books which will be offered at half price while they last.

"Sales Plans" contains a collection of over three hundred successful ways of getting business and shows a variety of illustrated plans that have been used by retail merchants to advertise and sell goods. While they last the price will be \$1.25. "The Art of Decorating" is a complete manual of window decorating and treats fully every important subject in the profession of window decorating. This book, slightly damaged we will prepay to any address upon the receipt of \$1.75.

× ×

You Should Send for This Catalog AISLE TABLES

.... We make 5 patterns of Aisle Tables with different kinds of trays. They have movable partitions for almost any kind of merchandise.

.... You can display on these tables the merchandise you want to "unload"; they bring the merchandise out into the aisle where every one entering the store will see same.

.... Tables are made strong, shipped K. D. in either Oak or Birch Mahogany.



THE OSCAR ONKEN CO. 3741 4th St. CINCINNATI, O.
Largest Manufacturers of Wood Window Display Fixtures in the World

CALIFORNIA MEN BANQUET

MORE than one hundred members of the California Window Display Men's Association attended the semi-annual Fashion Show banquet which took place at Jahnke's tavern, Los Angeles, March 5th. Paul Lupo, president of the association, was toastmaster, and in his talk on Successful Fashion Show Displays; Their Aid in Advertising Los Angeles, he urged the men to bring the window display to a higher plane through artistic efforts. Another speaker was Francis Marshall of the Los Angeles Chamber of Commerce.

A snappy program of dancing and songs was given. The long table was beautifully decorated by the Broadway department store florist with pink hyacinths, shell pink carnations and daffodils. Members attended from San Diego, Santa Barbara, El Centro, Pasadena, Long Beach, San Luis Obispo, Santa Monica, Oxnard, Ventura, Fresno, Riverside, San Bernardino and Redlands.

✻ ✻

FOR BETTER DISPLAY WINDOWS

THE Buffalo Association of Display Men allow no opportunity to slip away that gives the slightest chance for boosting the display profession or the Buffalo Association, and as a result of this spirit Buffalo justly boasts of one of the finest organizations in the country. The latest wrinkle of President Clement Kieffer, Jr., and his fellow members to bring the advantages of co-operation in display advertising and merchandising is in the form of letters addressed to one hundred merchants in Buffalo. The purpose of the letter is to stimulate good window display and to prove to the merchants the real importance of this powerful vehicle of advertising.

The Association has the co-operation of the Buffalo Evening News and this paper has already donated a loving cup to be awarded to the store displaying the best windows. We reproduce here the letter sent to the various merchants:

"You are interested in better windows—windows that will pull more business into your store.

That is the reason for the existence of this Association, and here is a plan that will assist in stimulating effort in securing the best possible windows.

It will interest your display man in competition with other display men in the city of Buffalo.

The Buffalo Evening News has donated a loving cup that will be given to the store displaying the best window in the judgment of a committee to be appointed by this club.

The cup will be displayed in the window of the store the following week after it has been awarded. It will be advertised as the winning window. The next week the cup will be awarded to the store displaying the best window during that week.

When a store has won the cup three weeks it

will become the permanent property of that store.

The trophy is being awarded in this way for the simple and only purpose of stimulating the efforts of the members of this club and other display men to secure the maximum effect, and give the most efficiency to their employers in securing a selling window and tying it closely to their advertising.

We are enclosing a card asking you to inform us that you will have your window dresser compete in this contest.

For Our Advertisers

Cleaning Enamel Forms

Owing to the delicate tinted surface of flesh colored enamel display forms, many display managers overlook the importance of keeping them spotlessly clean. Nothing is more unsightly than a beautiful gown or a handsome blouse displayed on a soiled or finger marked flesh enamel form.

These enamel forms are more frequently soiled than wax figures owing to the method of handling the former. Instead of using the upright rod when handling, many persons (especially sales persons) handle the form at the top or at the neck part, leaving ugly finger marks.

Soap and water in most cases are used for cleaning purposes, resulting in a glossy surface to the enamel form, caused by the ingredients used in making the soap. In many cases water with soap containing strong lye will cause the enamel to crack and peel off, resulting in the complete ruin of the form.

Most display managers endeavor to display garments on clean enamel forms, but overlook the fact that a high gloss surface on the enamel form is improper. Garments should never be displayed on forms containing a glossy surface as the high polish on the form detracts from the merchandise.

Materials made expressly to clean, also restore the dull flesh enamel, are a recent invention of the Harrisburg Wax Figure Renovating Company of Harrisburg, Pennsylvania. Known by the name of NUENAMEL, this concern has assembled these materials into outfits of various sizes to clean and refinish from 100 to 500 figures at remarkably low prices. Any concern using enamel forms, and desiring them to retain the dull flesh enamel finish should write them. A free sample outfit will be sent when ordered on stationery of the concern.

✻ ✻

Curtis-Leger Catalogue Ready

A handsome new catalogue, No. 42, has been published by the Curtis-Leger Fixture Company, Chicago, and is now ready for shipment to any person or concern making a request on their business stationery. This catalogue is without doubt the most complete and attractive book of its kind ever published. Every conceivable display fixture is illustrated and fully described, leaving nothing to the imagination of the prospective buyer. Fixtures and appliances are listed in sections, each covering several pages on which detailed information is given.

Special sections of the catalogue have been set aside for beautiful half-tone reproductions of store interiors, window displays and show cases, each section containing valuable information concerning this important feature. Every display man and merchant should have this catalogue on his desk.

✻ ✻

Business Building Service

The Reporter Service Bureau of Chicago and La Parisienne Art Service of New York, for years furnishers of retail merchants advertising service, have been combined into one organization which will be continued under the name of the MERCHANTS BUSINESS BUILDING SERVICE.

Both the New York and the Chicago offices will be maintained as in the past, in order that the merchants anywhere may be assured prompt service. The company will confine their work, as in the past, solely to department, general, dry goods, clothing and shoe stores. The service rendered comprises the furnishing of business building plans and ideas, the writing of advertising and cuts to illustrate them, window cards, and so forth.



You
Can't Do
Good
Work with
Poor Tools

Paasche Air Brushes
Best Obtainable
All Leading Show Card
Writers—Display Men
Use Them
Made in All Sizes for
All Kinds of Work
Permits Use of Colors
(all kinds)

USE CUP OR BOTTLE.

One of
Our Many
Popular
Models

Special Sales That Are Successful Depend on
ATTRACTIVE DISPLAY MATTER

PAASCHE Famous 3-in-1 AIR BRUSHES

Make It Possible for You to Produce Best Results
Due to Their Wide Range, Speed, Durability, Efficiency

SEND US YOUR
ORDER TODAY

Paasche Air Brush Co.

7 So. Clinton St.
CHICAGO

EVERY
BUSINESS MAN
WILL TELL YOU

Scenic Paintings



Q
U
A
L
I
T
Y

The Desire
for Quality
Is Natural
We Fulfill
Your Desire

For
All
Occasions

YOU will be pleased
with the new designs
in our catalog of *Quality*
Scenic Paintings.

Free on request

THE SWIFT STUDIOS

466 East 31st Street CHICAGO

The Great Scenic Painting Studios

Use NUENAMEL for Cleaning and Refinishing Flesh Enamel Display Forms

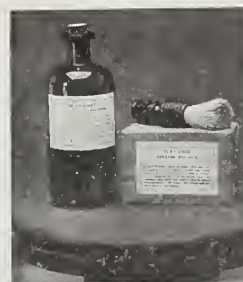
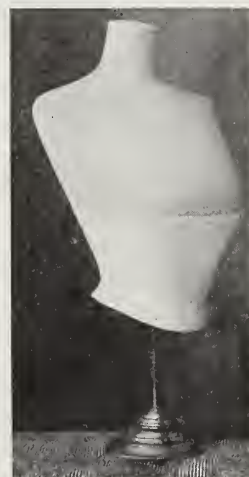
*No other preparation will pro-
duce the same dull flesh finish.*

When your enamel forms become soiled it
is important to use the proper materials to
clean and refinish the enamel surface again.
Soap and harmful chemicals will leave a
glossy surface, also cause the enamel to
crack or peel off. Eventually ruin the
entire form.

NUENAMEL IS THE ONLY PREPARA-
TION WHICH WILL PROPERLY CLEAN
THE ENAMEL, ALSO PRODUCE THE
SAME DULL FLESH FINISH AS WHEN
THEY WERE FIRST PURCHASED
FROM THE MANUFACTURER.

Any person can do the work. Less than
one minute required to clean and refinish
each form.

Successfully used by all leading stores
everywhere.



Outfit with directions ready for
immediate use.

ORDER OUTFIT BY NUMBER ONLY	
No. 1. Outfit to clean and refinish 100 forms	\$1.75
No. 2. Outfit to clean and refinish 200 forms	2.50
No. 3. Outfit to clean and refinish 300 forms	3.50
No. 4. Outfit to clean and refinish 500 forms	5.00

NUENAMEL is made expressly to clean
and refinish flesh colored enamel forms.
No other preparation will produce the same
dull flesh finish.

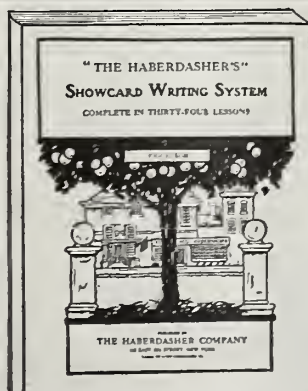
Sold by leading fixture houses or Drug
Stores, or direct from factory.

**Harrisburg Wax Figure
Renovating Co.**

335 Crescent St.

Harrisburg, Penna., U. S. A.

Send for free sample outfit. Use firm's
stationery.



"The Biggest Value in Instruction Books I Have Seen for a Long Time"

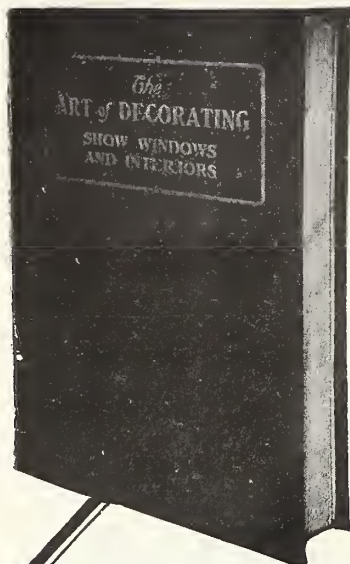
That is what a publisher of a trade paper for
showcard and sign people says. The book is written by
A. E. Hurst and C. J. Nowak, two of the best known show
card authorities of America. In 34 lessons the book covers
every phase of the subject of showcard writing for retail stores.
Specially valuable, because it contains all the latest ideas. Of help
to both the beginner and the man who wants to be up-to-the-minute.

Ask for *The Haberdasher's Showcard Writing System.*

PRICE \$1.00 PREPAID

The Merchants Record Co. 431 South Dearborn Street
CHICAGO, ILLINOIS

94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases



The ART of DECORATING Show Windows and Interiors

This book is not the work of one man but is compiled from information furnished by more than one hundred of the leading window dressers of America.

410 PAGES (7½ x 10½)

of solid information on every subject pertaining to window dressing and store decoration.

If you want to know the latest and best methods of Displaying Every Sort of Merchandise you will find this book indispensable.

THERE ARE 618 ILLUSTRATIONS including special backgrounds, mechanical displays for all occasions, special feature displays for every season and every occasion. Diagrams and working drawings show how to build all kinds of mechanical and electrical displays.

The following are a few of the subjects treated of fully in this book: How to plan displays and select goods—How to construct frame work—How to drape—How to create perfect backgrounds—How to paint scenic backgrounds—How to make your own fixtures and use them—How to decorate for all national holidays—How to trim ledges and interiors—How to make plaster casts—How to clean and repair wax figures—How to make decoratives and flowers—How to do hundreds of other things in connection with store decoration.

There is no other book like this. It is of the utmost value to the merchant or decorator. It is indispensable to the most experienced trimmer as well as the beginner.

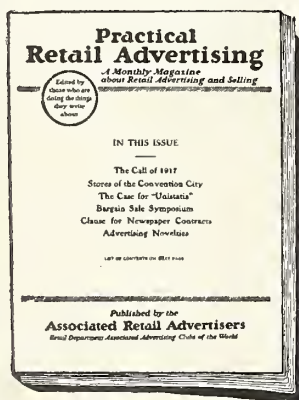
Price \$3.50 a Copy Shipped, Prepaid, anywhere upon receipt of Price

SPECIAL COMBINATION OFFER For \$5.00 (Foreign countries, \$6.00) sent us, we will ship prepaid a copy of this popular book and will give you a receipt for one year's paid subscription to Merchants Record and Show Window. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer AT ONCE.

THE MERCHANTS RECORD CO., 431 S. Dearborn Street
CHICAGO

Always send Draft or Money Order (not Check) when ordering.

Practical Retail Advertising



**The Official
National
Ad Club
Organ for
Retailers**

\$3.00 a Year
Single Copies 30c

Stories of the best things that are doing and have been done in advertising and display—how, why and with what results—written by the doers themselves for the benefit of

Merchants
Admen
Display Men
Buyers

Student or Veteran
(or any class between)

For general advertisers and manufacturers, a magnifying glass that throws up the retailers' problems, and a key to better consumer appeal.

Publication Office, 292 Main St. Springfield, Mass.

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

PRACTICAL AIR BRUSHES

USED EVERYWHERE

No. 1, \$7.00

No. 2, \$8.00



You can
use
Metal
color cups
or
Bottles



Patent Applied for

Patent Applied for

ECONOMY MFG. CO. (Not Inc.)

4755-57 London Avenue

CHICAGO, ILL.

PRACTICAL AIR BRUSHES

DECORATIVE SCENIC PAINTINGS

FOR STRAW HAT AND PALM BEACH SHOWINGS

Send measurements—we will furnish Color Sketch with estimates
BER-ZER STUDIO Dayton, Ohio



Creators of the Newest Ideas in Valances and Panels

Austrian Drape Shades a Specialty

Write today for our catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO

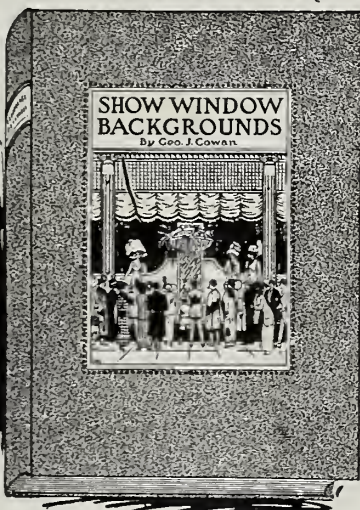
FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS



New Window Trimming Book

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The following is partial list of contents.

- | | |
|----------------------------------|---------------------------|
| 2 New Year's Windows. | 2 Horse Show Windows. |
| 3 White Goods Windows. | 16 Fall Opening Windows. |
| 1 Lincoln's Birthday Window. | 2 Carnival Windows. |
| 1 St. Valentine's Day Windows. | 3 Halloween Windows. |
| 2 Washington's Birthday Windows. | 5 Thanksgiving Windows. |
| 2 St. Patrick's Day Windows. | 14 Christmas Windows. |
| 3 Spring Opening Windows. | 16 Period Decorations. |
| 12 Easter Windows. | 10 Sale Windows. |
| 6 Decoration Day Windows. | 2 Bas Relief Backgrounds. |
| 6 Fourth of July Windows. | 2 Stencil Backgrounds. |
| 7 Summer Windows. | |

and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

This book is 7x10 inches in size, strongly bound in deluxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50. Send your order in today to

Book Dept. **Merchants Record and Show Window**
431 So. Dearborn Street, Chicago

THE MERCHANT

who wants to make his advertising more effective should read The Advertising World—a magazine of great help to the retail advertiser. \$1 the year—and will pay for itself. A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD

Dept. M. R., COLUMBUS, OHIO

USE OUR

"RELIABLE SECONDS"
IN

SHOWCARD BOARDS

(WHITE AND COLORED)

AND SAVE MONEY

Samples and prices cheerfully furnished upon application

DOUGLAS WRAY PAPER CO.

INCORPORATED

Largest Exclusive Dealers in
Reliable Seconds in Cardboards

PRINTERS BUILDING

CHICAGO

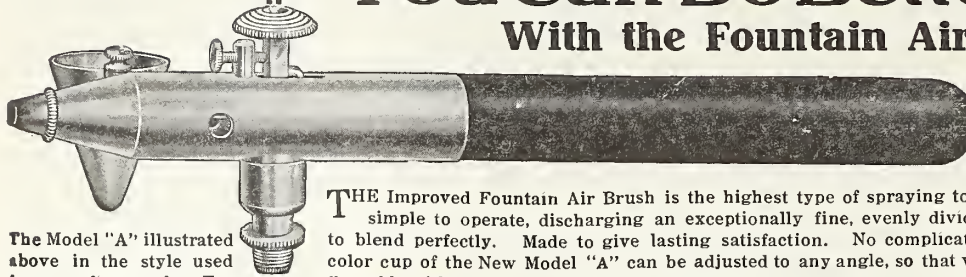
Adjustable Reflector for Show Windows

Especially designed for use with The Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



You Can Do Better Work With the Fountain Air Brush



The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

LEARN TO PAINT SIGNS and SHOW CARDS



Get into this profitable and fascinating business. You begin to make money after the first few lessons. The profits are large and work is easy. Thousands of Cards, Signs and Bulletins are used every week. You can get into business for yourself or

**Earn \$18.00 to \$45.00
A Week**

You can succeed. No matter what kind of work you are now doing you can learn this profession during spare time. The lessons are easy and the work very interesting. Write now for complete information. Ask about our supply catalog.

A post card will do.

Detroit School of Lettering

1804 D. S. of L. Bldg., DETROIT, MICH., U. S. A.

Novelty Background Papers For Your Late Spring Display

are now ready for delivery

In Rolls and Sheets

Specialties for the Display Man

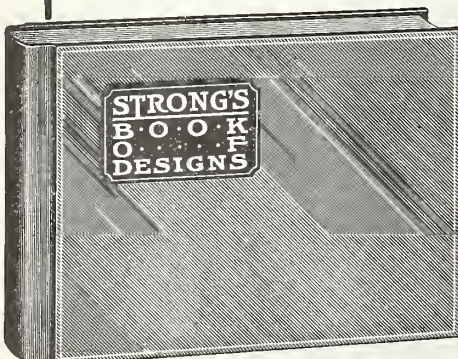
Send for our catalogue of scenic paintings and complete line of samples.

Flowers, Baskets, Borders,
Roping, Etc.

Dept. M

**Doty & Scrimgeour Sales
Co., Inc.**

74 Duane Street NEW YORK



Handsomely bound Leatherette Cover.
Size of cover 8½ x 10½, lettered in gold.

STRONG'S BOOK OF DESIGNS

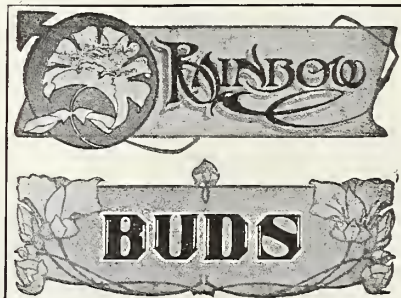
A Masterpiece of Ornamental Art,
Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone: — Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over \$4,000. They are printed on finest enamel paper.

The price of Strong's Book of Designs is only \$3.50 Shipped Postpaid on Receipt of Price.

THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.



Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED—Display man and card writer with best of references as to character and ability. Fourteen years' dry goods experience. Holds diploma for trimming. Wants opening for advancement. Canada preferred. L. S., care MERCHANTS RECORD AND SHOW WINDOW.

POSITION WANTED—A competent window trimmer and card writer, with nine years' department store experience, would like to make a change. I am a married man, twenty-nine years old. Would like to locate with a progressive department store in a city of 50,000 or larger. My reasons for changing are that I have come to my limit for further advancement in my present place. I am now employed by largest department store in a city of 25,000 with an 80-foot front of modern and up-to-date windows. I have air brush. Will submit samples of card work and photographs of windows upon request. Best of reference. Salary \$25.00 to start. Address Box 297, care MERCHANTS RECORD AND SHOW WINDOW.

WINDOW TRIMMERS—CARD WRITERS with salesmanship experience in men's clothing, furnishings, shoes and dry goods, who desire to secure suitable positions in the Rocky Mountain States or Southwest, communicate with Business Men's Clearing House, Denver, Colo., established fourteen years.

WANTED—Window trimmer and card writer. State experience and salary wanted. Adler & Co., Lebanon, Ind.

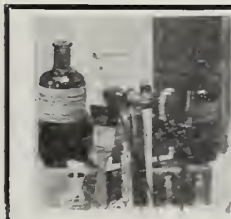
WANTED—For men's clothing store in Michigan, salesman who can trim windows and write cards. Address R, care MERCHANTS RECORD AND SHOW WINDOW.

WANTED—Expert window trimmer and card writer for high class clothing store having 100 feet of show windows. Address, stating all particulars in first letter, salary, references, etc. Also send samples of show cards. A. May & Sons, Grand Rapids, Mich.

WANTED—Wax figure finisher, competent to take charge. Permanent position with percentage if satisfactory. Preference given to one who understands setting up forms. State initial salary and experience. Address Box 298, care MERCHANTS RECORD AND SHOW WINDOW.

FOR SALE—High-class backgrounds for Spring or Fall Openings and Holiday displays. Used but once. Prices extremely low. For further information write, giving size of windows. L. S. Ayers & Co., Indianapolis, Ind.

OPPORTUNITY—Well established wax figure and form factory wants active partner with executive and factory experience. Exceptional opportunity for practical man with a little money to make a promising start. Address Box 276, care MERCHANTS RECORD AND SHOW WINDOW.



With This Complete Outfit You Can Clean and Retouch Your Own Wax Figures
Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.
Outfit without formula - - \$3 00
Outfit including formula - - 5.00
Harrisburg Wax Figure Renovating Co.
Catalog Free, 335 Crescent Street, Harrisburg, Pa.

If you want your

Wax Figures Repaired or Refinished

Choose JULIUS BLUMENTHAL,
1548 Wells Street :: Chicago, Illinois

It gives you that satisfied feeling that money is well spent
Also Restraining Display Dolls.

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A Complete Treatise on Draping in all its Branches

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The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

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Sent Prepaid Upon Receipt of \$3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago



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HOW for every Retail Advertising
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This large book (one of the largest Advertising books published) of nearly 500 pages is devoted exclusively to the subject of Retail Advertising. Other books are of little value to merchants because they treat on general advertising, having to do with Advertising Agencies, National Advertising for Manufacturers and Jobbers, etc. What you want is a book designed for your use—and this is what we give you.

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Our new Display Equipment Catalog of 304 pages, sewed binding and two color cover, is ready for mailing.

In addition to a complete showing of the *best* in fixtures, forms, wax figures and general display equipment, it illustrates many new and valuable display ideas.

No broadcast distribution of this comprehensive book is planned but we wish to place copies in the hands of responsible merchants and display men.

Upon request we shall be pleased to mail you a copy. There is no charge or obligation.

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Chicago, Illinois

Everything in Display Equipment

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Ye Olde Time Store

CHICAGO

D.P.



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Display Equipment
is reliable because
it is backed up by
the **NORWICH**
guarantee.



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of your store. Don't neglect them
for they are your biggest adver-
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*Send for our latest catalog and let us help
you in making an economical selection*

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Norwich, Conn.

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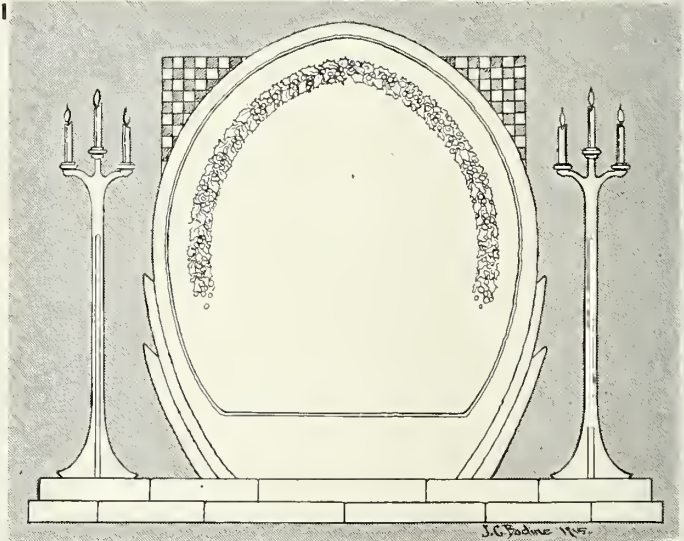
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Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. **Compo-Board** is not affected by heat or moisture, consequently, will not warp, buckle or split.

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No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

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Baldwin Carriers are the result of twenty-five years’ experience specializing in wire line carriers. As specialists we can serve you BETTER.

James L. Baldwin and Co.
352 W. Madison Street, Chicago



Either of These Carriers Are Real “Live Members” for Your Sales Force

KUHL'S DRY GOODS CO

Baldwin Carrier Co.,
Chicago.
Beardstown, Ill., Jan. 14, 1916

Gentlemen: We have been using your Carriers in our store for the past three years, and we are very well pleased with the service rendered, having had less trouble and fewer interruptions of the service than with any other system that we have tried. Should we be in need of more stations we would put in more of yours without doubt.

Yours truly,
KUHL D G CO

WM SAMUELSON DRY GOODS CO

James Baldwin & Co.,
Chicago, Ill.
Eau Claire, Wis., Jan. 18, 1916

Gentlemen: In reply to your letter of January 14th, we can say that we have used your Package Carriers for eight years and find them perfectly satisfactory in every way and every station is in good running order. A concern in Sheboygan, Wis., asked us about your Carriers, and we did all we could to “Boost” them.

Yours truly,
WM. SAMUELSON

KRATZENSTEIN BROTHERS.

Escanaba's Biggest Department Store.
Escanaba, Mich., Dec. 16, 1912

J. L. Baldwin & Co.
Chicago, Ill.
Gentlemen: Enclosed find check closing our account. We are perfectly satisfied with the Baldwin Cash and Package Carriers and when we are in the market at some future date for your equipment we will be glad to take the matter up with you again. We can heartily recommend these fixtures to any one who is in need of them.

Yours very truly,
KRATZENSTEIN BROS

THE BAILEY COMPANY

Ontario St and Prospect Ave
Cleveland, Ohio, Feb. 7, 1913

James L. Baldwin & Co.,
Chicago, Ill.
Gentlemen: In answer to your letter of February 3, 1913, we desire to state that the Flyer which you installed in our Shoe Department has given us very good satisfaction, and we shall be glad to let you know when we are contemplating any further installation.

Most truly yours,
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USE THIS COUPON

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Please send me full information about

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Town

State

Size of Store

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WE SELL YOU OUR
WINDOW DISPLAY FIXTURES

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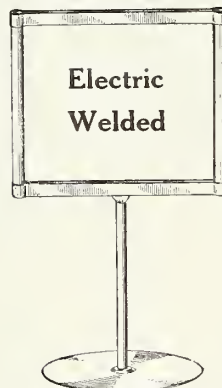
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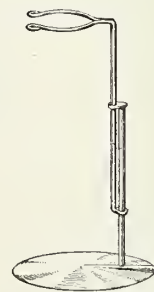
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Nickel, Gun Metal or
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Display Racks, Etc.



"JAXON" DOLL STANDS

Adjustable—6 sizes.

Lustre Finish.

Catalog No. 26

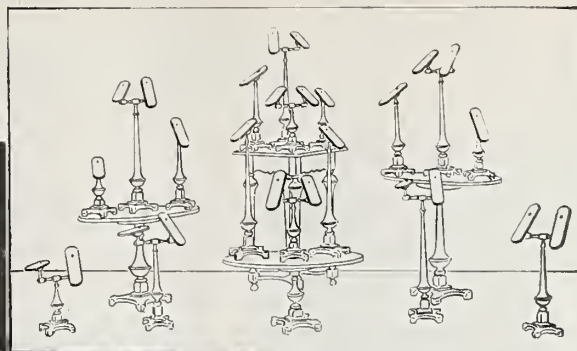
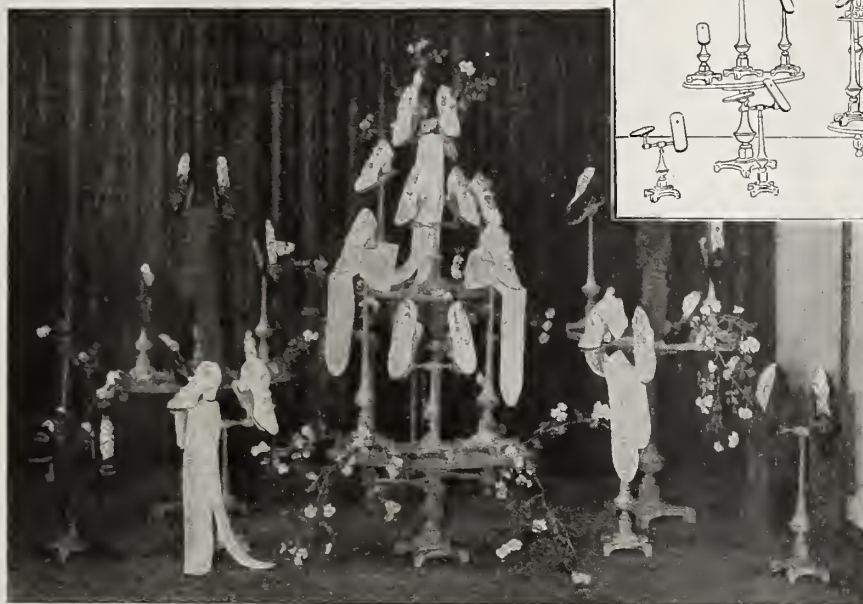
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17 CHARTS of practical instructions for the beginner. Specimen cards beautifully designed in six colors and bronze. Specially ruled practice paper to make it all the simpler Sent prepaid upon receipt of price.....**\$1.50**

The Merchants Record Co., Chicago



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The accompanying illustration shows a shoe and hosiery display that is both different and attractive to passersby. Inasmuch as the articles themselves are not large enough to completely cover the fixtures, it is essential that the fixtures should be of unusual attractiveness.

Hugh Lyons fixtures are a big aid in making display windows business builders. They make attention-compelling displays possible—they make buyers out of passersby.

And increased sales naturally result.


We will be pleased to send every merchant and display man our catalogs and the Hugh Lyons magazine, "Complete Display." They tell you how to make buyers out of passersby.

Hugh Lyons & Co.

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NEW YORK SALESROOM
35 West 32nd Street

CHICAGO SALESROOM
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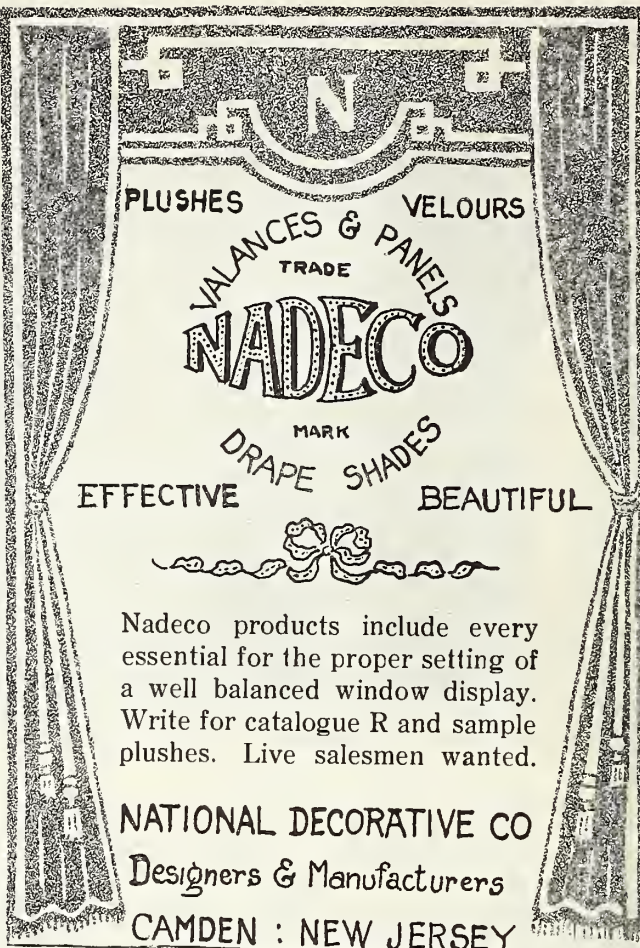
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Great department stores everywhere are building partitions, booths, special display rooms and backgrounds and are making alterations and repairs every business day with

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 "All Connections Metal"

Designed to Display Your Merchandise Perfectly



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 Price, each.....\$2.00

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Complete Card-Writer
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MERCHANTS RECORD CO.

Book Dept.

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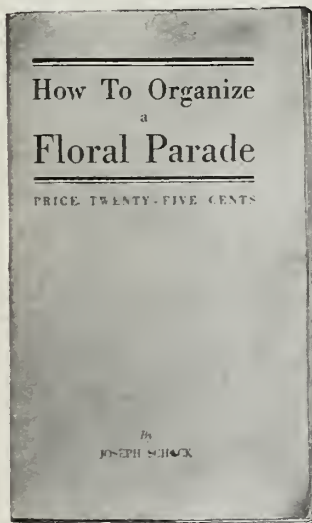
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Schack's Original Excello is made in sections one yard square, of the highest grade tissue paper, mounted on heavy tarlatan, and made to represent chrysanthemum petals. Do not be deceived by pictures or similar names as this Excello cannot be imitated.

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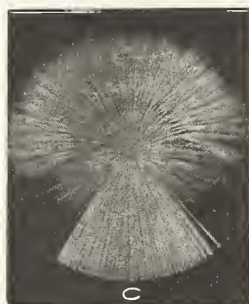
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Chicago, Ill.



STRAW HAT WINDOWS

Stands of Wheat, like illustration, for your windows,
will make them more attractive.

Roses, Lilacs, etc., for your Early Summer Trim

PRICES:

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B	17 3/4 inch.....	40c		
C	19 inch.....	50c		
D	21 inch.....	60c		
E	24 inch.....	75c		
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376	Crimson Rambler Rose Vine, 18 leaves, 4 clusters of flowers, colors pink, white, red or tea.....	Dozen \$5.00	Gr. \$50.00	
331A	Lilac Vines, 3 large clusters of Lilacs, 12 fine leaves, colors white, pink, or lavender.....	Dozen \$2.75	Gr. \$27.50	
1610	Branch of Lilac, lavender, white or pink, 48 inches high.....	Each \$2.50	Gr. \$25.00	
171	Lilac Sprays, colors pink, white and lavender....	Dozen 2.50	Gr. 25.00	
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939	Festoon of Roses, Rose Buds and Foliage, only the best grade of material, 48 inches long, roses any color.....	Each \$1.90	Dz. \$19.00	
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6153	American Beauty Rose Spray, 2 beautiful flowers with six leaves on a 30-inch stem; flower is double petaled, true to nature. One of the most exceptional values we have ever offered. Besides the regular shades, we have it in pink, yellow and white.....	Dozen \$2.25		
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Nine 2 ounce bottles of Color.
One Stencil Knife.

\$31.35 F. O. B. Chicago

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\$28.35 F. O. B. Chicago

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Twelve 11 x 14 inch uncut Stencils.
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Above outfits fully guaranteed, net, cash with order

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F. O. B. Chicago

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STYLE No. 812

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CHICAGO



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\$1.00 UP



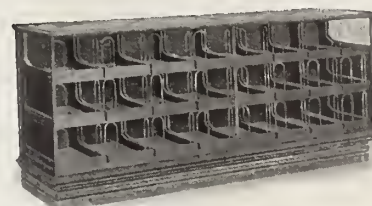
These Will Help Any Show Window



DIVIDERS By using one or two dividers in your window, you at once divide your window space into departments, separating the different lines, and by separating them, you individualize each line, making a prettier window and aboveall, increasing the selling point of the merchandise. Over 25 different designs in as many different sizes, ranging in price from.....

\$3.50 UP

THE OSCAR ONKEN CO., 3712 4TH ST., CINCINNATI



"What a Beautiful Show Case"

That's your first impression of an Illinois Case. Yet beneath this surface beauty are hidden qualities that can spring from but one possible source—honest endeavor.

This explains why Illinois cases retain their sightliness with just average care, for time indefinite.

Let us tell you more about them.

There is a case for every requirement.

Illinois Show Case Works
1729-37 North Ashland Ave., CHICAGO



This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"

By GEO. J. COWAN

This is a most useful window trimming book and sells at only \$1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

- | | |
|--------------------------------|---------------------------|
| 8 New Year's Windows. | 5 Fourth of July Windows. |
| White Goods Windows. | 7 Summer Windows. |
| 1 Lincoln's Birthday Window. | 2 Horse Show Windows. |
| 4 St. Valentine's Day Windows. | 6 Fall Opening Windows. |
| Washington's Birthday Windows. | Carnival Windows. |
| 8 St. Patrick's Day Windows | Hallowe'en Windows. |
| Spring Opening Windows. | 5 Thanksgiving Windows. |
| Easter Windows | 4 Christmas Windows. |
| 6 Decoration Day Windows. | |

Period Decorations in backgrounds, showing examples of Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.

10 Sale Windows.
Bas Relief Backgrounds.
Stencil Backgrounds.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50.

Merchants Record Co., 431 So. Dearborn Street
Chicago, Illinois

Annual Prize Contest 1917

Closes December 31, 1917

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved. Four Solid Gold Medals. Four Sterling Silver Medals. Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window dressers not only of America but many other countries. To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window decorator may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by decorators in comparatively small towns. It is the work that is judged, not the name of the displayman, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishing store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, etc., etc. Prizes identical with those in class A.

CLASS D—DRAWING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year. The prize in this class is a handsome loving cup, especially designed and engraved for this purpose. Duplicate prizes will be awarded to tying contestants.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before December 31st, 1917.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of decorator.

Points To Be Considered in Making Awards

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

SALES—Under this head shall be considered the effect of the display in making sales.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window decorators of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street

CHICAGO, U. S. A.

LEARN CARDWRITING FOR \$1.50



Any display man or clerk can earn more if he is a cardwriter. An hour a day for a short time will enable you to become one.

The Window-Card Writers' Charts

A complete course in the art of making

**Display and Price-
Cards and Signs**

PRICE, \$1.50 POSTPAID

WHY NOT EARN MORE SALARY?

Your employer will pay you for writing his cards in addition to your regular salary.

Send Your ORDER NOW

Will gladly refund your money if not satisfactory.

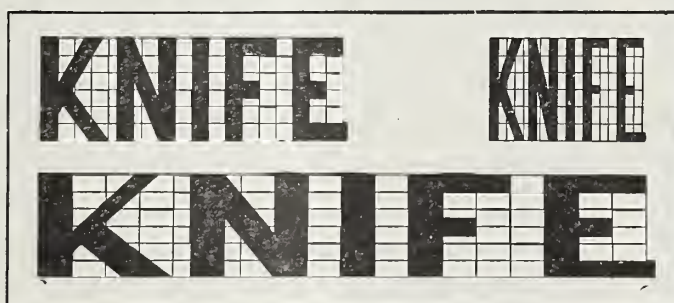
THE WINDOW-CARD WRITERS' CHARTS

consist of seventeen heavy cards, 8½ x 11 inches in size, beautifully printed in six colors and bronze inclosed with sixteen sheets of ruled practiced paper in a strong covered box. An hour invaluable help to the card-writer.

Below is a list of part of the

TOPICS TREATED

First Practice. Punctuation. Composition. Price Cards. Directory Cards. Proper Spacing. Color Combinations. Italicizing Mixing Colors. Ornamentations. What to Say. Materials Needed. Curves and Twists. Metallics and Bronzes. Rimming and Shading. Condensing and Expanding. Care and handling of Materials. The Use of Pictures and Engravings.



PUBLISHED BY

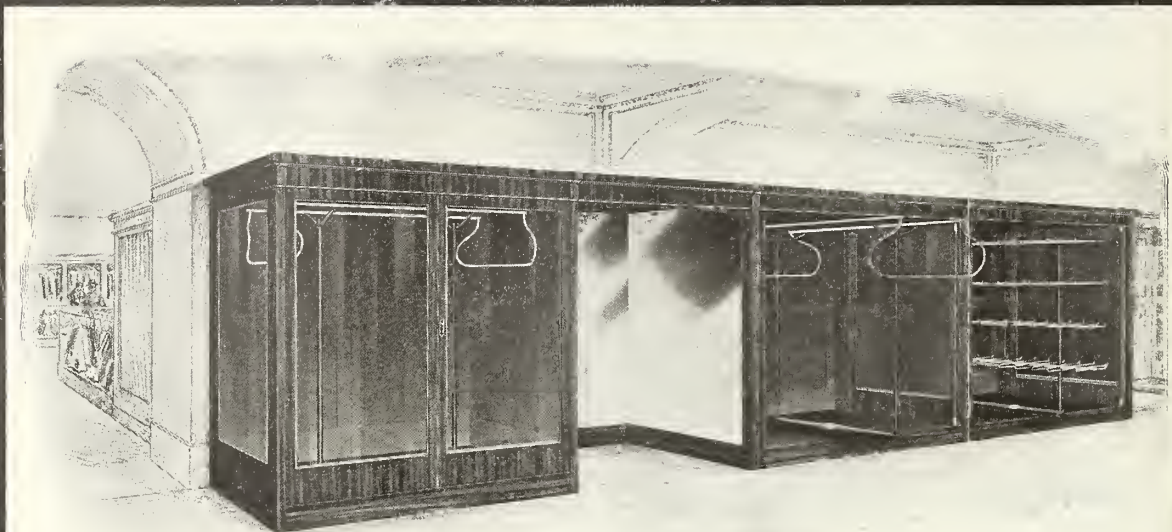
The Merchants Record Co.

431 South Dearborn Street, Chicago

Special Combination Offer For \$3.00 sent us we will ship prepaid a set of these charts and will give you a receipt for one year's paid subscription to MERCHANTS RECORD AND SHOW WINDOW. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer **AT ONCE**.

Add \$1.00 to "Special Combination" prices where \$3.00 subscription rate to M. R. and S. W. applies.

The **WELCH-Wilmarth** LINES of Grand Rapids



Standardized

MANUFACTURERS who have mastered the methods of *quantity production* can write the rules for the game.

The Welch-Wilmarth Lines have mastered the methods in their Standardized Store Equipment. You can now equip your store with the very latest, the very best, the most efficient store fixtures attainable—in-*initely* superior to any special work you can buy—at a price, through the Welch-Wilmarth Standardized Lines.

These include everything for the store—department, specialty, wearing apparel (men's and women's) stores in particular.

Above, an assembly of ladies' wear revolving wardrobes, a mirror alcove, etc. They looked as if they were *built into the store*—they are standardized. |

That de luxe booklet, "Method in Merchandise," will be out this month. Sent for yours, yet?

Welch Manufacturing Co.

Wilmarth Show Case Co.

7 Lyons Street

GRAND RAPIDS, MICH.

1524 Jefferson Ave.

CHICAGO, 233 W. Jackson Blvd. NEW YORK, 20 West 30th St. BOSTON, 21 Columbia St. ST. LOUIS, 1118 Washington Ave. PHILADELPHIA, 123 No. 13th St. PITTSBURGH, 701 House Bldg. DES MOINES, 402 Court Ave. HELENA, MONT., 106 Grand Ave. ROANOKE, VA., 212-214 Terry Bldg.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XL
NUMBER 5

MAY, 1917

Single Copies
Twenty-Five Cents

THE PAGE ADVERTISEMENT

Some Helpful Information for the Ad Man Complete and Interesting Story of How This Advertising Man Prepares His Copy

G. B. Blackiston

ANY suggestions as to the preparation of a full-page advertisement are, in my mind, incomplete without a reference to that seemingly flippant but sound advise as to the preparation of a Welsh rarebit—first catch your rabbit. In other words, cultivate as closely as possible a knowledge of the subject, the principal ingredients as it were, of the advertisement. Learn all you can about the thing to be advertised. That is the one way to get at the talking points of any proposition. Much time and often much money can be saved by this method.

For instance, not long ago a prospective advertiser came to me and stated that he wanted me to assume charge of an article which he was about to put on the market. Following the lines mapped out in the opening paragraph of this article I proceeded to acquire what information I could concerning his product. It transpired that he had a high grade toilet preparation which he proposed to sell to members of the theatrical profession to whom such an article is a necessity. He proposed to reach them through the theatrical papers and was prepared to spend a considerable sum of money.

Now, purity is the most desirable asset in a cosmetic, and this man's stuff was so pure you could eat it, so everything seemed smooth sailing until he mentioned the price he proposed to charge. Right there, so far as the theatrical business was concerned he trumped his own ace. Ninety per cent of theatrical people could not pay the price he mentioned; another five per cent would not, and the remaining five, the

high salaried stars, don't bother about such things—they pay others to look after them. The situation was such, that, had he followed his original plan, he would have lost considerable money, advertising would have a black eye and a really meritorious product would have received a set-back. Incidentally we formed a campaign of personal letters to a selected list and he now has a most desirable clientage.

The foregoing degression is made solely as a means of furnishing a concrete example of knowing your subject before writing a solitary word about it.

Learn about raw materials; the process of manufacture; the cost of making; the people who are considered prospective purchasers. Having assembled these facts you proceed to select a medium that you are reasonably certain will reach your particular class of buyers with the least waste of circulation. Always remember that class circulation is infinitely preferable to mere quantity—you can concentrate your fire.

Now that you have decided what you can say, and where and when you will say it, the next step will be to adopt some means of focusing attention on your particular announcement.

The display heading can be made extremely valuable in this connection. A study of newspaper headlines will educate you along this line. Newspaper heads are written by specialists, men who have a natural or acquired faculty, condensing the gist of the whole paragraph into a few words. You can't go wrong by taking a few lessons from them. Make your headline expressive of the general sense of your advertisement. "Apt Alliteration's Artful Aid" may be worked but don't overwork it—it will make your heading appear strained and detract its sincerity.

If the nature of your proposition permits illustration so much the better, but be careful to make the illustration have a direct application to the strong point or points of your particular offering. A glance through the advertising pages of any newspaper or

magazine will reveal dozens of illustrations, many of them quite expensive, which do not contribute an iota to the selling power of the copy they are intended to strengthen.

I always have contended that a proposition that was worthy of publicity at all surely possessed some point that could be pictorially presented in a striking and forceful way. If you are doubtful of your ability to do the subject justice in a pictorial way get some one with experience to do it for you. Money spent for good work of this kind is a good investment. As to the form your illustration will take, it should be governed by the nature of the thing to be advertised and the clientele of the publication used.

After you have formulated a mental picture of the general appearance of your advertisement, prepare the copy. If there is ever found a man who will evolve a definition of "good copy"—which will be accepted as correct by all advertising men, that man will most assuredly be hailed as an intellectual prodigy—at least he will have accomplished the seemingly impossible. I will, however, suggest certain lines which my experience has shown to be productive of good copy.

Don't write from your own point of view. Confine yourself to a description of those features of your proposition which a prospective purchaser would naturally be interested in. Keep your strongest talking point well to the fore. If the nature of the thing advertised will possibly permit it offer some inducement to the reader which will be productive of a visit

or a letter to you or your distributor. The inducement may take the form of a sample, a souvenir, an interesting booklet, a thirty days' free trial, etc. An easily detached coupon should be provided for this purpose.

Don't attempt any flossy language—verbal horticulture is not looked upon with favor by readers of advertisements. After you have reduced your proposition to words and thoroughly covered the ground, go over your copy once or twice and you will invariably find phrases and sentences in need of improvement—many sentences that read with a meaning much different from that which you intended.

After making such revisions as seem necessary lay the copy aside for a day or so—long enough for it to "get cold"—and then read it over again. It is extremely likely that many improvements will suggest themselves—improvements which will clarify your meaning. The English language is sufficiently rich in words to express your meaning exactly, and a little thought and patience will produce the proper words. This last revision will also give you an opportunity to cut out all superfluous words and condense your story to the greatest degree consistent with its proper presentation. This last feature is important. A short, crisp presentation of facts will always get a hearing. It also increases the amount of white space which is often valuable and helps to attract attention among the many type-crowded advertising pages one so often sees.

Now as to type; let your primary conception of

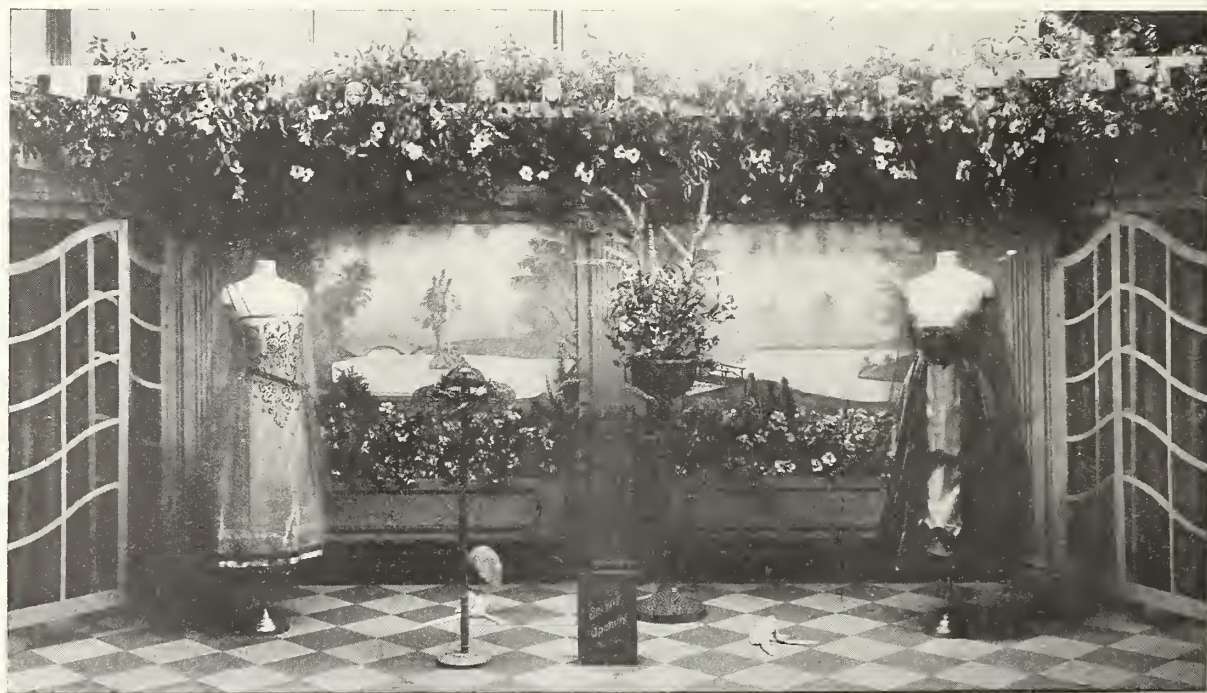


Plate No. 4336. Spring Display by William J. Sanger for Burke Fitzsimons Hone Co., Rochester, N. Y.

The color scheme of this display was pink and lavender. The background was grey, with scenic panels, and the floor was grey and green blocks. Green silk velour curtains hung in each panel and behind the doors, thus giving the decoration a very pleasing contrast. A

particular feature of this window lay in the extreme beauty of the scenic paintings and greater admiration was caused from the fact that these paintings were real Rochester scenes. An abundance of foliage and flowers were used and many ornaments decorated the upper background.

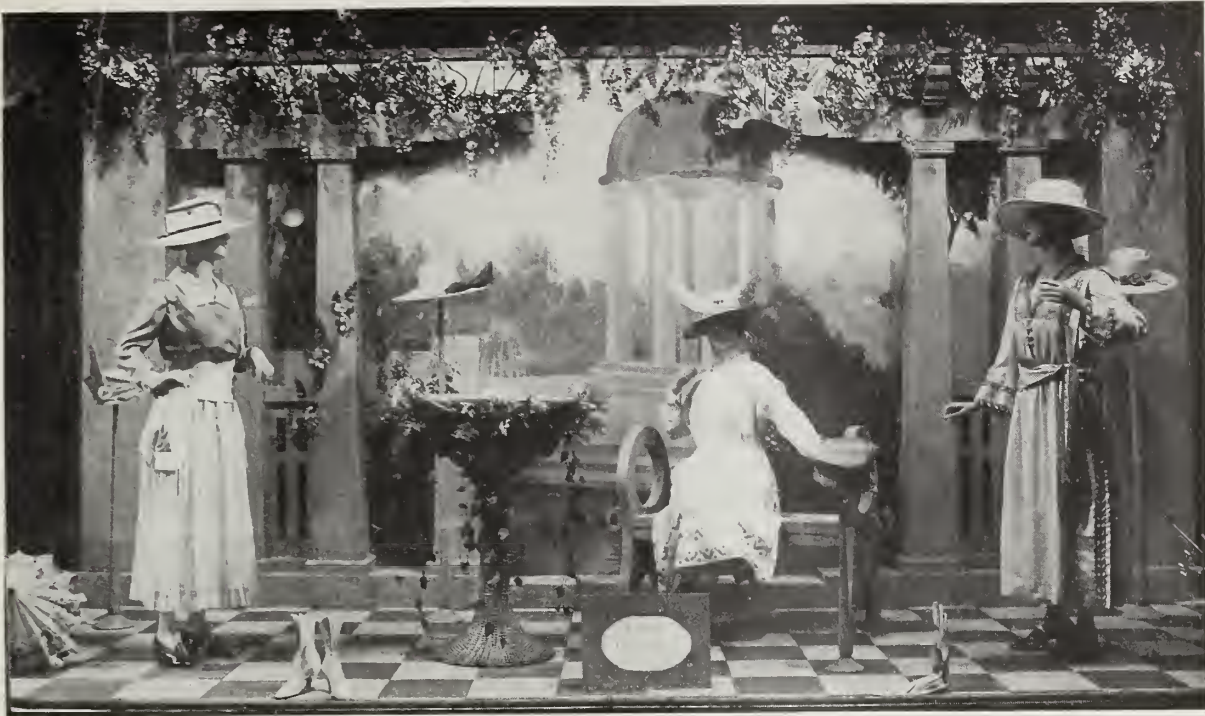


Plate No. 4337. Spring Opening Display by E. S. Mulholland for Mack & Co., Ann Arbor, Mich.

This particularly beautiful window was judged the best ever seen in Ann Arbor. The pergola was sanded to represent cement, while the floor was terra-cotta and cream color, taking on the appearance of a tile floor. An abundance of wisteria was used about the pergola

and around the fountain. Water bubbling forth from the electric fountain and a beautiful oil painting in the background gave this display the beautiful spring atmosphere. The bench and card holder were finished to represent cement, in conformity with the pergola.

type be that it was made to be read. Never use a type that cannot be read easily and naturally. Many advertisers in an attempt to produce an "artistic" advertisement, use such a variety of ornamental type faces that it requires actual effort to read it. It is a safe wager that every reader of this paper has seen plenty of that sort of type selections. Unless you are reasonably familiar with type faces and sizes don't attempt to be specific in this direction beyond indicating the desired general appearance of the page and such items as you wish displayed.

However, I would advise every man engaged in the preparation of advertising matter to make a thorough study of types and printing processes. Such knowledge is an immense help. Incidentally, printers don't like a typographical ignoramus who tries to tell them their business and they have a corresponding respect for the man who knows the mechanical possibilities and limitations of the "art preservative."

As to the border effects, that is a matter in which you must be guided by the general appearance and location of your ad. If you consider that a border will enhance the appearance of the page use one that will harmonize with the type and illustrations. Sometimes the use of striking border effects seems to be epidemic. Then avoid them—get away from the other fellows—be different. Often it is possible to arrange

a plain rule border in such a way that the reader's eye is unconsciously directed to that particular portion of the advertisement which you wish to emphasize. Unless it produces this effect or gives the page a distinctive appearance avoid a border.

The layout or draft of the advertisement should be so arranged that the compositor will have no chance to make a mistake as to what you want. Remember he is not a mind reader. If cuts are used, paste in an engraver's proof in the exact place you want it to appear. If a proof is not handy, ink the cut on a stamp pad and make an impression of it in the proper place. Then indicate clearly where the display lines are to go and their approximate size. Next show the location of the matter in body or small type. If a border is to be used that requires setting up, mark on the layout just what size and shape it is to be and where it is to go. Attention to these details will result in your receiving a proof that will be as acceptable as you could get unless you stood beside the compositor and gave him verbal instructions.

There are numerous other methods of preparing an advertisement but it can be safely stated that a page advertisement built up in the manner outlined here will produce inquiries. An intelligent follow-up of the inquiries will show profitable results and that is the first, last, and only purpose of any advertisement.

NOTES FROM NEW YORK

**IDEALIZING THE BUSINESS OF MERCHANDIZING—
MANY PATRIOTIC DISPLAYS IN GOTHAM STORES
—MILITARY DRILLS POPULAR WITH STORE EM-
PLOYEES—THE GROWING POPULARITY OF
NAMM'S**

F. F. Purdy

IDEALIZING the business of merchandising is highly desirable, bringing returns in satisfaction as well as money, no doubt, to the John Wanamakers, Marshall Fields and A. T. Stewarts who have done this. A recent notable instance of this idealization was shown in the windows of Lord & Taylor, where each of those fronting on Fifth avenue had a neat placard with this announcement, in explanation: "One of a series of mural panels being executed for the permanent decoration of the ground floor, entitled 'Romantic phases of trade.'" In the first window the mural panel covered the window background, and which could be easily removed, was a scene of oriental rug weaving and bears the inscription below, "Oriental rug weaving"; the next illustrates "Venetian glass blowing"; the third "Flemish lace makers," and the fourth "Chinese silk weaving." This treatment was in the same style as the former scenes that had been apparently painted onto the cement window backgrounds, and the idea attracted much attention. The four win-

dows were dressed in the paintings and appropriate merchandise for each on April 13th and made a hit with the New York public and press. It is no wonder as the idealization is right there—far more than handling goods over a counter—but implying the laying of the most skillful artisans of the world under tribute. Mr. Rossiter, display manager, had in an attractive showing of the exact merchandise suited for each window.

In the decorative department during the past few years perhaps greater progress has been made in the wax figure branch than any other, of which we are reminded by the speech of Jack Cronin, display manager for L. Bamberger & Co., Newark, N. J., at the dinner at Syracuse, recently, marking the climax of the spring trade festival for which he went up with J. P. Trehella to judge the window displays. Mr. Cronin remarked that he had been asked to criticize what he saw in Syracuse, as well as to commend and judge. He said he would accept the suggestion and noted the fact that as he had examined the various displays he had noticed the fact that Syracuse was far behind in wax figures of the up-to-date sort, and that while there were other cities far behind Syracuse in the public spirit that would organize and carry to success an affair of the kind, the saline city was yet far behind in the use of the modern wax figures. This is a fault easily corrected, and no doubt will be. The figures with large busts and hips do not show off to advantage



Plate No. 4338. Early Summer Millinery Showing by G. F. Eckardt for Fowler, Dick & Walker, Wilkes-Barre, Pa.

This was a special display of millinery and any hat in the window could be purchased for five dollars. The background represented any early summer outdoor scene. Cretonne was used over the floor. Reed furniture was used in the display and a beautiful reed floor lamp with a delicate silk shade

added much to the richness of the display. An abundance of blossoms and flowers were used and a few imported silk parasols lent added beauty. An artistically designed card was placed in a mahogany frame. Besides being a beautiful display it was a sales producer.

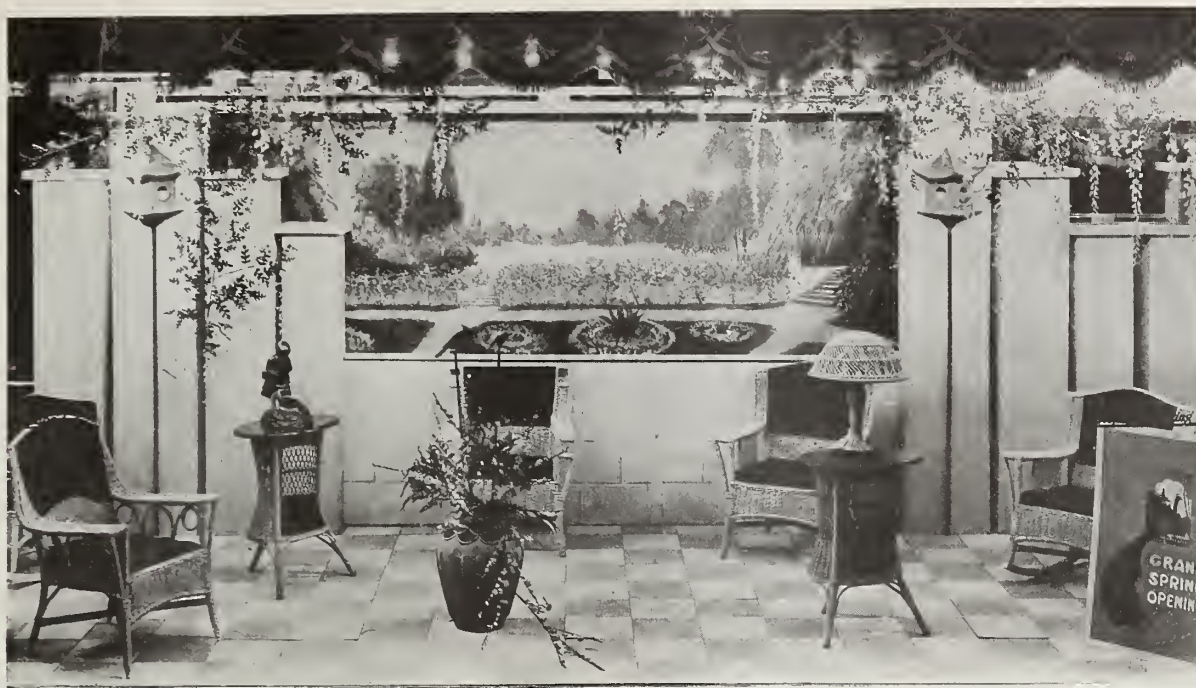


Plate No. 4339. Reed Furniture Display by M. A. Winn for People's Outfitting Company, Detroit, Mich.

This attractive window was carried out in a two-tone blue, and blended into a delicate blue-white at the top. The floor was of composition board finished in light and dark blue blocks. The bird houses and posts that supported the houses were painted a bright orange-yellow.

On the top post of the background, running full length from the two highest posts, was a pagoda effect. This does not show in the photograph, being hidden from view by the window valance. Besides being a very attractive window it produced many sales.

the straight lines in vogue in present-day gowns, to say nothing of the finer facial cast of the newer faces—all of which features complete the necessary touches to displays, for women are sharp on noticing details and are keen critics.

PATRIOTIC DISPLAYS

The members of the Fifth Avenue Association of merchants, at a meeting early in April, resolved that they would all put in a window on April 17th, reminding of the nation's need of recruits for the navy, to assist in stimulating the work. Franklin Simon offered a token of a fine flag or banner to the house making the best display. At this writing the winner's name is not announced, but the Fifth avenue houses made an excellent showing on the day set, with a stirring exhibition of patriotism seldom, if ever, seen on the avenue.

A few days previously, the two days, in fact, before Easter, when it need not be said that space is at a very high premium, James McCreery & Co.'s windows were entirely given over to the American flag and all it signifies, with portraits of the nation's heroes and that of the President. Mr. Jacobson wrought out a noble showing that was favorably commented upon by his associates in the trade. This move might be thought questionable, but outside people who gauge shopping conditions accurately say that this abandonment of merchandise and complete espousal of patriotism was a far bet-

ter advertisement for McCreery's than the best merchandise windows could possibly be.

ALTMAN'S IMPRESSIVE EXHIBIT

B. Altman & Co. put into the entire Fifth avenue stretch of their windows on April 18 a most compelling and impressive exhibit for navy and army recruiting. In front of the main entrance was a tall case with a large silk flag. At top of case, on the outside, were the words, "Our Flag." At bottom, in similar large letters, "Fight for It," and right below, "Work for It." In the windows were one or two large American flags, with naval pictures, and this sign, with wording well displayed in type.

YOUNG MEN OF AMERICA!

A Clear Call to Service.

Serve Your Country and Yourselves. The U. S. Navy Defends America. It Defends Your Families. It Defends You. Enlist at Once.

Young Men 17 to 29 Years of Age—Help Your Country.

JOIN THE NAVY.

Give it your loyal service. Ask your Postmaster or nearest Recruiting Station.

Large crowds, including men of all ages, thoughtfully and admiringly viewed the displays, which were all the more effective because they were not overcrowded.

At about the same time, R. H. Macy & Co. had in a very unique window showing all the equipment of a naval recruiting office, with officer at desk, girl dressed as a middy—a stenographer taking dictation—men coming up to officers asking questions and others enlisting, maps on the wall, a globe handy and American flags in profusion. Gimbel's also had a fine naval window with all the accessories. New York has recently been putting the accent strongly on the naval end of the service and in all ways featuring the attractiveness of life on the ocean wave, as well as the country's need of men.

Mr. Schmehl, at Greenhut's, had a fine naval window. Almost the entire background was occupied by a painting of the ocean, entitled "Freedom of the Seas," with the inscription underneath. Outside the wide gilt frame was a border of heavy rope, while the inside of frame was similarly bordered, the ends coming together at front in coils suggestive of the use of rope at sea. Right in the center, coming out at nearly a right angle from the bottom center of the picture, was an American flag, waving forth upon the vasty deep—and some fine conception it was. At the right side, front, was a middy in uniform lifting his cap to the flag at his left. In front, center, was the framed text of President Wilson's proclamation, with his portrait at top. The floor was covered with American flag bunting. At each side, rear, a gilt eagle was perched on top of a shield with blue field at top and the red and white stripes below in separate strands. Photographs were placed about the window showing the U. S. Naval Training

Station at Newport; our submarines in Panama Canal; the big guns of our biggest battleships, etc. There was, of course, the call to arms and information regarding places for enlistment, etc.

At Altman's, five or six companies of 120 each of male employees are drilling on the roof from 8:30 to 9:30—a company a day, a police sergeant doing the drilling, policemen's nightsticks being used for drill. This plan is to furnish an auxiliary to the home guard. Patriotism is rife at Altman's, with beautiful displays of flags. Some fine windows have recently been shown, a gorgeous ribbon window attracting widespread attention. For the pre-Easter trade there were fourteen special windows, radiant with flowers, with which the merchandise was combined—six windows on Fifth avenue and the entire Madison avenue front. Mr. Frankenthal, of Altman's, has quite a notable task this month, when there will be a convention of the administration of art museums throughout the country. As B. Altman & Co. have been invited to furnish a speaker on color harmony in the department considering this phase, Mr. Frankenthal will speak on that subject.

Referring again to drilling. Franklin Simon & Co. have enrolled 260 men for drills akin to those of Altman's. Best & Co. held a meeting on the evening of Monday, April 9th, and organized a similar movement. Mr. Trehwella was in attendance, notwithstanding it was the night of the meeting of the Display Managers' Club, which was held, by the way, at the usual place.



Plate No. 4340. Millinery Display by A. C. Barker for Hochschild Kohn & Co., Baltimore, Maryland.

The beauty of this window lay in the color effect. The background was of grey plush curtain and in front of this was a cut-out wall painted in tan. On this wall blocks were glued and painted in French blue with shades graduating to a blue white. The foliage was air-brushed

in blue and green tones while the two ruscus trees were in bright green. The blocks on the floor were in two shades of grey. Two parrots in high colors rested on stands on the background wall. The merchandise was changed every other day.



Plate No. 4341. Clothing Display by L. A. McMullen for Eastern Outfitting Company, Portland, Oregon.

The setting for this attractive display of men's clothing was done in magenta and black. The floor was of composition board, blocked off in large squares of magenta and black. The stands and flower boxes, and even the beautifully designed card, were finished in

magenta to be in harmony with the rest of the setting. Pussywillows and poppies were used at either side of the background. The merchandise shown was of highest grade and with the dignified setting showed to great advantage.

The facility of the Wanamaker management in quickly responding to a new trend of public thought was seldom better illustrated than in a recent window in the Philadelphia store, the idea of which was shown by the text of a placard reading: "The art needlework store is prepared for all believers in preparedness." Heroic statues of Washington and Lincoln, draped with flags, were at each side, back. In center a dignified Philadelphia dame was sitting in a Colonial chair knitting. Skeins of yarn were shown on stands and in their partially opened original packages to emphasize quantity. Two large oval Colonial rag rugs were on the floor. A Martha Washington work-table was at one side with partially opened drawers showing ample supplies of implements and materials, knitting outfits and sewing cases. A large silk flag was in each corner. The whole window looked just like Colonial Philadelphia, brought right up to date. In all the Wanamaker subway windows in Philadelphia, by the way, is the sign, "All the fashions here shown are representative of the Downstairs Store." In all the policies of the house in Philadelphia and New York the idea that the Downstairs Store has a standard is thoroughly exemplified—that there is a style in lower priced garments as well as the higher priced merchandise.

Mr. Koerber's displays at Strawbridge & Clothier's showed up finely last month. In each window there was an oval painted panel illustrating a dame clad in thoroughly up-to-date costume, while over

each panel was perched a proud bird of gay plumage, apparently approving the exhibit.

There was another big naval window, over in Brooklyn—not an artistic window, but one with a great "punch"—at Namm's. It was in that long, narrow window between the two arcades. The center attraction was a 6-inch "prop" cannon from the old Eden Musee outfit, also three gunners, stern and industrious, working under the watchful supervision of Admiral Fletcher, with shells, pails and all accoutrements, everything but the shells being in battleship gray. The crowds hung 'round the big cannon, and the men serving it, as long as it was shown. The previous showing of Mr. DeVausey in the same window was entitled, "The Spirit of '76 Lives in 1917." Again the Eden Musee outfit was drawn upon, especially the immortal three, while as an additional piece of color he had another Continental, wounded, lying down, waving his hat at the flag. There was a big stump of a tree, against which was an old cannon and broken wheel. Windows of this kind have a big punch, especially for a store like Namm's, which is making a bold bid for prestige.

If a display manager is with a house open for ideas and room to grow, he may, with ability, grow with the house. The writer has always been imbued with the idea that the ranks of display managers ought to furnish far more merchandise managers than they do. Why not? They have a general knowledge of merchandise unrivalled by any

officer of the house. They are not financiers, to be sure, but we know several high grade display managers who could "sit plenty tight" and yet be in the ranks of progressives and pull off successful sales. But the route to merchandise men does not seem to be via display. A sales event the third week of April at Namm's can be charged up to the display man and can be duplicated in any large city. It was an "Industrial Exposition in House Furnishings." There were a score of demonstrations during the week—of refrigerators, fireless cookers, mops, wringers, brushes, china, cooking utensils, etc., the manufacturers furnishing the demonstrators, showing the economies of operation, how to use, how made, etc. The cold, practical department was softened by attractive green booths at ends of the counters and floral decorations. Half-page ads and separate units in windows featuring each branch did wonders in bringing the crowds, who were finely taken care of in the beautifully arranged department. Not the least important point is that this was the idea of the display manager and can be duplicated in its broad scope by any live window decorator who is in the proper environment.

The new addition to the store of Bloomingdale Brothers is rapidly being completed, and will doubtless be occupied in about two months. The addition is 100 feet on Lexington avenue, and about the same on Sixtieth street, and Display Manager Herman Dulz will have a lot of new windows to look after. This addition will give Bloomingdale's

nearly a square block, with only a small space on Lexington avenue yet to gain. Charles Larkin, formerly assistant to J. Cronin, of L. Bamberger & Co., Newark, has resigned his post and is now assistant to Mr. Dulz.

The fraternity has lost two of the "big fellows," temporarily at least. W. F. Allert, formerly display manager for R. H. Macy & Co., is selling automobiles, while William Tishman, formerly display manager for James McCreery & Co., has entered a New York cloak and suit house and is selling the product on the road. They will both be missed by many friends in and out of the Display Managers' Club of America. Possibly they may eventually return to the field. We trust, however, that fortune will smile upon them so benignantly that they will hereafter be entertained among us as guests.

Here is a pointer for the young display men throughout the country who are dazzled by New York. They want to "get to the top." Well, they are better off where they are, at the top in their own localities, and getting fully as much out of life with the simpler and, yes, more diversified diversions of life in interior cities. Few, very few, display managers of New York find higher promotion. It seems not to be in the business. The opportunity for advancement for the display manager into merchandising and management is fully as great in other cities as it is in New York. Stay where you are, make good, study hard and work up, boys.

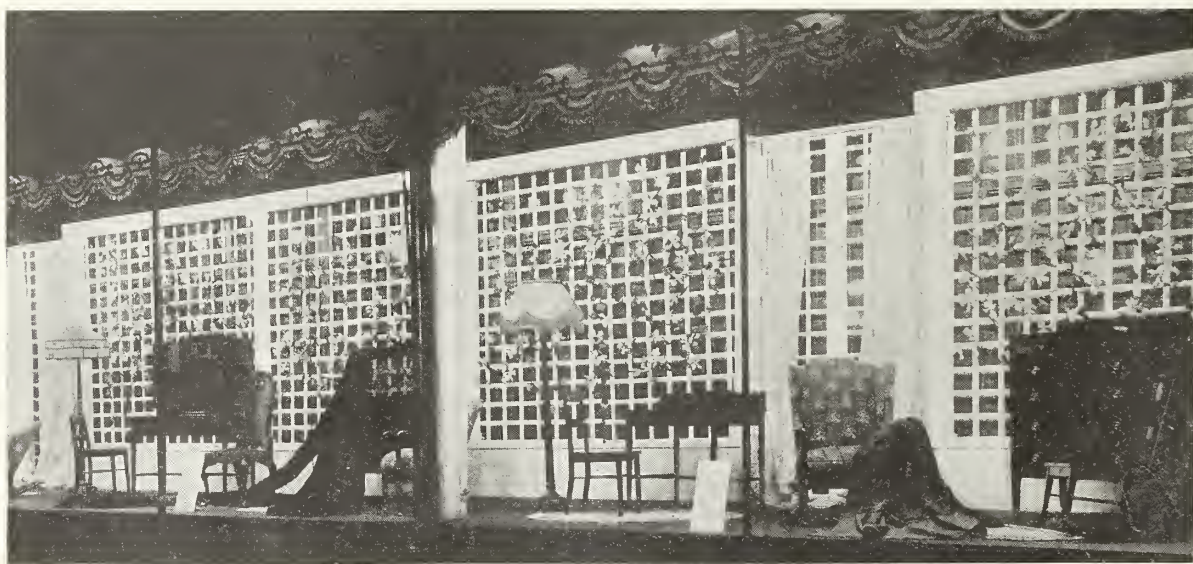


Plate No. 4342. Furniture Display by J. B. Schooler for Davidson Bros. Company, Sioux City, Iowa.

This display of furniture was placed in one of the store's spring opening windows. The outstanding feature was the background arrangement of lattice work with spring flowers entwining. Delicately tinted cretonne was used at the French door on either side and two floor lamps were beautifully

shaded with China silk. Large pieces of plush velour were carelessly placed on several pieces of furniture and about the floor. The arrangement of the furniture was attractive and the display caused much favorable comment. Three cards appeared in the window.



Plate No. 4343. Evening Dress Display by C. E. Wilson for Goldberg's, Phoenix, Arizona.

The occasion of this very neat and attractive display was a Shriners' ball given by the El Zaribah Temple, a temple of the Ancient Arabic Order Nobles of the Mystic Shrine. Mahogany furniture was used in the window and long strips of

plush velour were caught up about the various pieces. The large floor lamp was beautifully shaded with China silk. Flowers and ferns were placed on the tables. The Shriner's Fez was much in evidence.

PSYCHOLOGY OF DISPLAY

From a Talk Delivered By Professor John S. Muyskins Before the Grand Rapids Display Men's Club—The Psychological Effects of Window Display

THE psychology of window display is a subject of much importance to every man in the window display profession, and a broader knowledge of the psychology of display argues for more artistic arrangement and a keener sense of its purpose.

At a recent educational meeting conducted by the Grand Rapids Display Men's Club, Professor John S. Muyskins of Calvin College, well known throughout the West and Middle West as a master of the subject of psychology, delivered a very able talk on its relation to window display. He emphasized the point that co-operation in display work may have a sound basis upon which to proceed to discuss the psychology of it. He stated that all men become acquainted with the other things of the world in this same way, and pointed out thirty simple sensations that have been studied and most all of which could be employed to excellent advantage in display work. Among these sensations were those of light and color, vibration and sound, sensations of touch, taste, smell, heat, cold, pressure, etcetera.

Taking up each of these sensations and the effect on the human mind, Professor Muyskins continued: "If one were to lose the organs of sight, that part of the outer world known as light and colors would be henceforth unknown." And in

order to bring out clearly the connection such sensations might have with display, he explained how the sensation of touch had been injected into the display when a certain merchant placed a beautiful rug on the sidewalk directly in front of a window display of rugs; and as the passerby chanced to step on the rug, the sense of touch immediately directed his attention to the display of rugs in the window.

An instance showing how the sensation of smell might be employed in connection with a floral display was pointed out when a merchant burst a bottle of perfume directly in front of such a display, thereby bringing the attention to the window. The speaker then took up the laws of attention in order to further explain these psychological processes. He said: "Attention is fluctuating; therefore, we first call attention by the general make-up of display; next, it is called, almost immediately to detail, or to individual units or groups. We find also that attention is limited, thus proving that the amount of units or groups should be limited. If men give attention, higher processes are started and will-power is called forth."

"It is through sensations that outer attentions are perceived as being this, that or the other thing, and hence the question presents itself for solution, 'What to do with these new experiences?'"

"The will aided by imagination forms the need of the object or garment and creates the desire to want and to possess that object. Having created such a desire, we have arrived at the purpose of display; after which the co-operative departmental display and a courteous salesforce could mean nothing less than success."

Use of Temporary Backgrounds

— Article 1 —

By

George A. Smith

MUCH has been written on the subject of temporary window backgrounds and their construction, all of which has been more or less illustrated with various designs showing settings suitable for each season, event, both local and national, which in all has done much to assist the merchant and display manager in being able to produce appropriate backgrounds for these occasions. Yet, on the other hand, if we look back over the work of the past, we find that there is still the particular phase of the work that offers much in the way of editorial meat and one that really has not been given as much attention as it should have, this particular phase being the construction of window settings.

With this in mind, I am herewith presenting this, the first of a series of articles that will cover in a practical way the building of backgrounds for show windows.

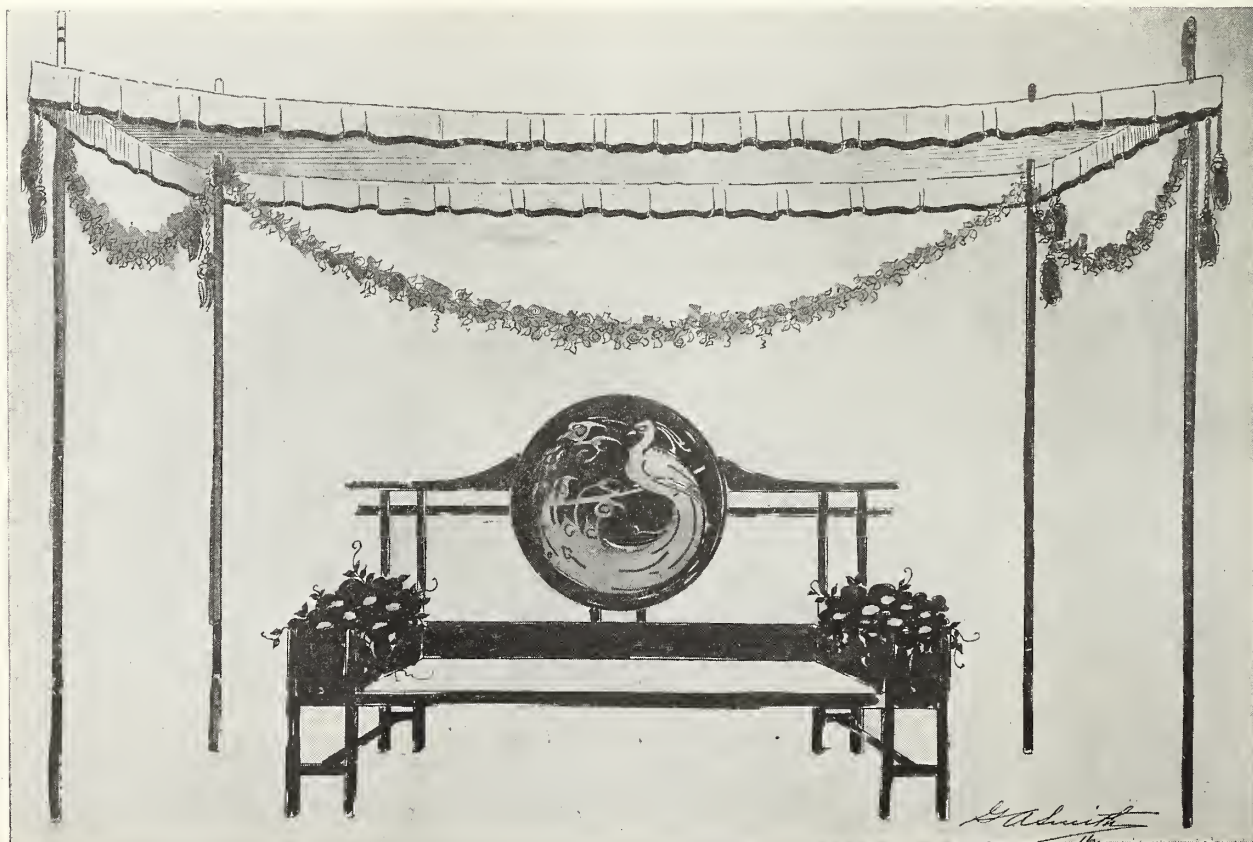
The articles will cover construction, material to use, their cost, and just how to put them together so as to secure the most suitable setting for your class of store, merchandise, and everything in conjunction.

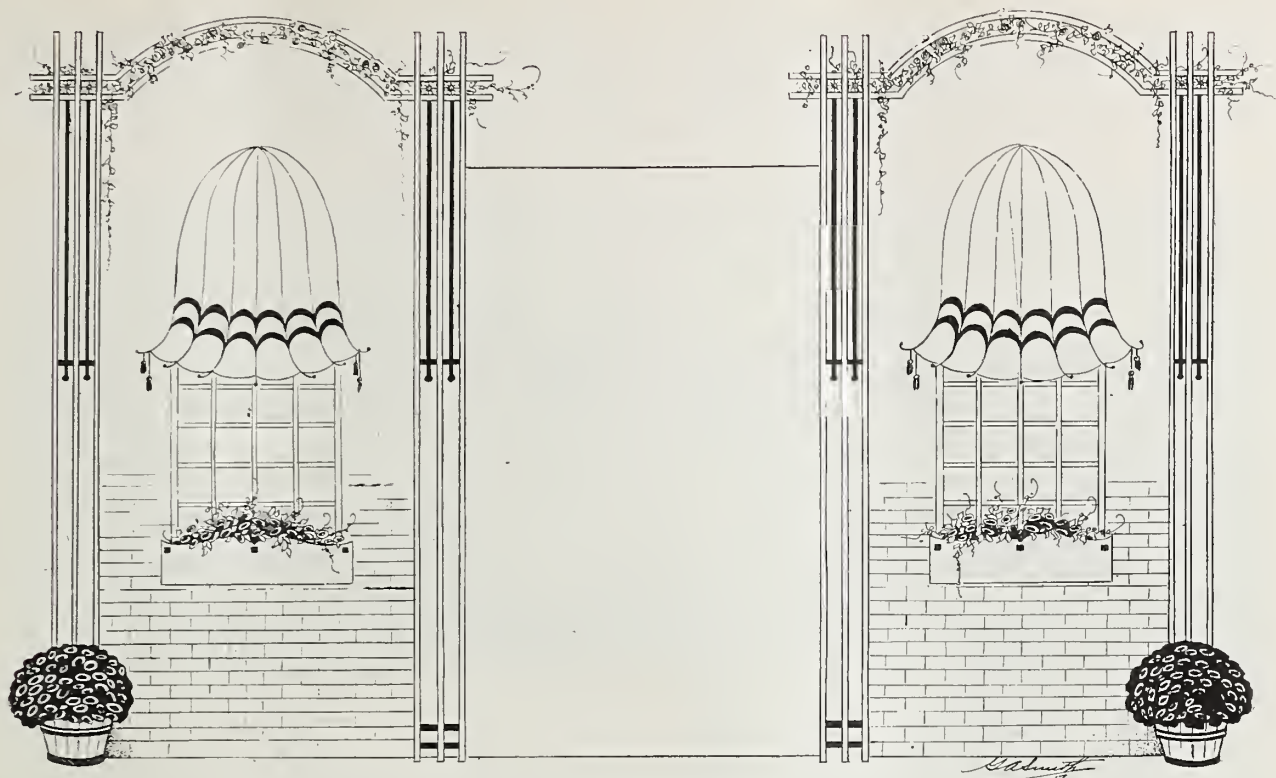
First of all I wish to say that there is no reason why every merchant should not have creditable window displays when there is such an unlimited amount of inexpensive material near at hand that can be utilized to an excellent advantage if he will only take the opportunity to familiarize himself as to their uses.

The first thing that we must take into consideration in this work is the class of store, kind of merchandise, and the background proper. Dimensions of window will also govern to a certain limit the kind of settings you should construct.

First, the class of store will govern to a great extent the grade of background you will want to install. Second, the kind of merchandise to be shown in conjunction with same. The fancy background is appropriate for women's garments, gowns, etc., but is not at all suitable for the showing of men's wear, which requires a less ornate and more masculine treatment. This is true of all lines of merchandise and each one calls for a somewhat different treatment.

Third, the dimensions of the window in which





setting is to be installed will call for a setting that conforms with its surroundings. The first idea, and one of great importance, I wish to imbed deeply in your mind is the basic principles of window settings and their construction.

That is the purpose of the background, which serves merely as a setting for the merchandise and should be so designed and constructed so that it will not overshadow the goods on display. The modern setting should be neutral in effect, showing the merchandise up to its best advantage and adding to its attractiveness through harmony or contrast of color and sympathy of line. To be able to accomplish this in a successful way does not call for any great outlay of money; all that it requires is a small amount of labor and good common sense, effectively applied.

Much valuable information as to securing ideas for this class of work can be secured through the columns of the various magazines, public buildings, parks, *et cetera*. You should also possess a fairly good knowledge of architecture, as you will find this a great help to you in your work. Through the study of this art you will be greatly assisted in judging proportions, lines, formation, etc.

Following are briefs of several rules and definitions for background setting and construction, and if followed by the display man I feel sure they will be of much benefit.

Patterns or designs in backgrounds should not be too contrasting in value. Close values refine things.

Value is the light and dark quality in colors. It is the quality that expresses the degree of heat and cold.

Backgrounds must be less intense than objects shown upon them. The more intense the color the smaller the area. The less intense the color the larger the area.

Ornaments should follow structural lines, otherwise they bid for attention.

Decoration is the addition of some material to an object for two purposes—to bring out the structure stronger and to add beauty.

Backgrounds should be the first consideration in the decorative idea.

They must not be too intense. They must not be too great in value contrast.

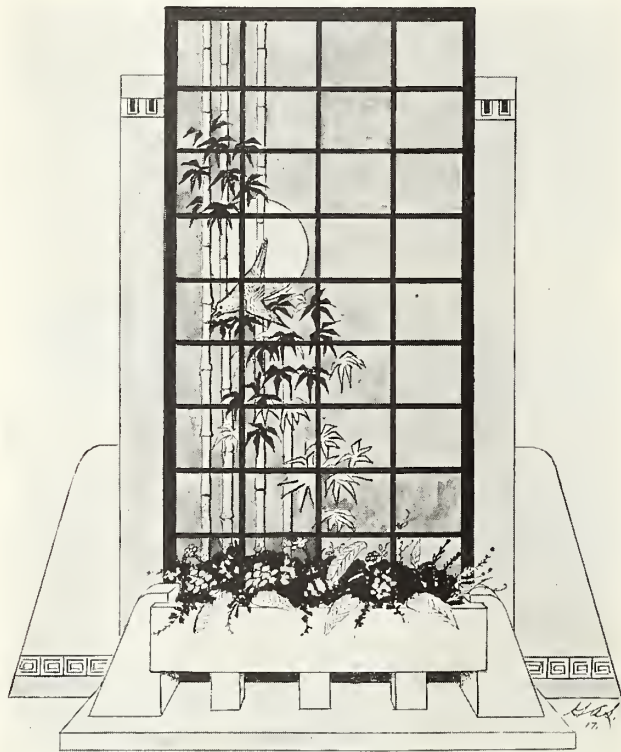
The decoration must seem to belong to its background.

The hue of the background can and should suggest the season of the year and the function it is to be used for.

In the first reproduction in connection with this article is shown a setting with the canopy as a special feature. It is made from silk material, blue and gold being the colors used. The uprights at either corner were round poles painted in gold and blue in conformity with the canopy. Festoons of flowers and foliage were in pink and green. The bench in the center was attractive and contained two features worthy of mention—the circular design at the back containing peacock and the flower boxes at either side. This work may be finished in two tones of green combined with proper colors for the peacock design.

The second illustration shows an excellent setting for use in the showing of ladies' suits and millinery.

It represents the exterior of a house, showing a rather modified treatment. Two windows with a dome shaped awning made over a wire frame combined with flower boxes filled with seasonable flowers and ferns was shown in connection with the brick wall. Placed around this was an artistic and striking lattice design over which roses were gracefully arranged. A tub filled with highly colored flowers stood at either side, while a matting of artificial grass placed over the floor of window added greatly to the finished effect of this display.



The last reproduction shows a modified Japanese unit, the setting lending itself very gracefully to a window of small size. It can also be used in large department stores by using additional end pieces designed to conform to it. The framework of latticed window was made from narrow wooden strips fastened together as illustrated, and then they were made smooth and finished with a coat of shellac. The side pieces may be faced with composition board and painted in a deep blue, then finished with embellishments stenciled in gold. The flower box should be finished with onyx or marble paper to correspond in color harmony. A beautiful scenic painting appears back of the panel, representing bamboo stalks, moon and Japanese finch bird.

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TAMPA'S DRESS-UP PLAYS

THE Tarr Furniture Company, Tampa, Florida, has been awarded first prize for the best window display entered in competition in connection with Dress-Up Week, held recently at Tampa. The window was decorated by S. C. Singleton, display

manager, and contained a beautiful set of living room furnishings artistically arranged. Another window of great beauty and interest, but unveiled too late for competition, was that of the Tarr-Martin Company. It was one of the most unique windows ever seen in Tampa and it produced a mild sensation because of its patriotic significance. The foreground was a peaceful Easter shore scene, and in the distance was the ocean, where there was discovered a submarine flying the German flag with a U. S. battleship in pursuit and a passenger ship passing safely along its course. A lighthouse flashed the signals of safety. This window was designed and executed by Otto Hanson in connection with S. C. Singleton.

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INTERESTING DISPLAY

LELAND BYARS store at Sedalia, Mo., had a very interesting window display recently when the art of making wall paper was shown by means of motion pictures. In conjunction were shown samples of dyes, raw materials, print rollers and other necessities. The complete process of making wall paper, from the raw stock to the finished product, is most interesting and the display at the Byars store was comprehensive in detail. The last picture showed the big warehouse from which the Byars store buys its stock of wallpaper. There were also interior views showing artistically papered rooms.



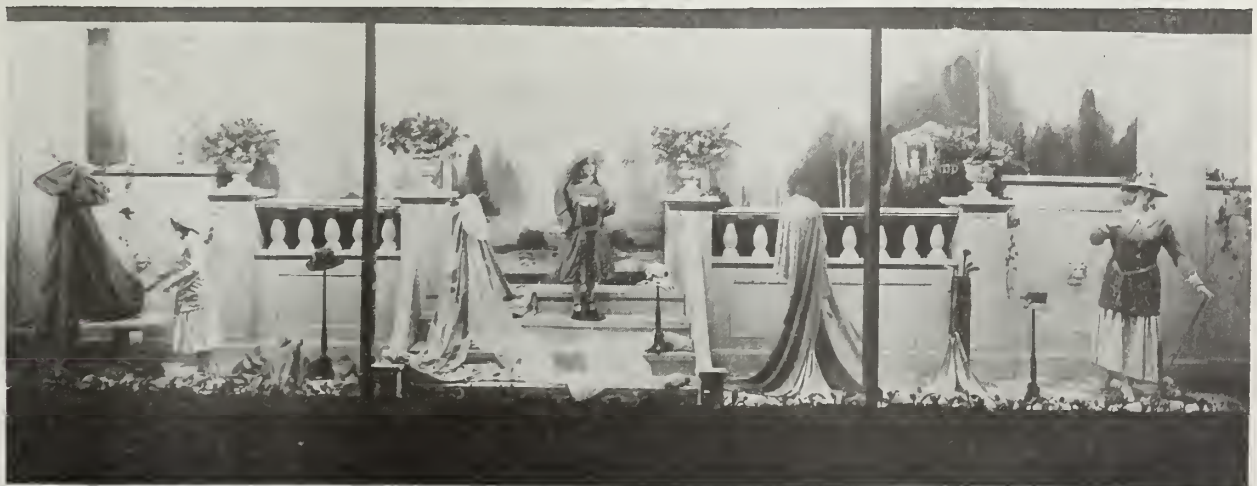
Plate No. 4344. Hat Display by Clement Kieffer, Jr., for C. A. Weed Company, Buffalo, N. Y.

The background was of imported wall paper. This display showed hats priced from two dollars to hats priced at six dollars. The predominating colors were blue, black and green. The large card suspended from the ceiling told of the store service and values. Several canes and pairs of men's gloves appeared in the window and in the center was placed a large bouquet.

THE practice of giving time off to employees for gardening purposes has been adopted by many of the big stores throughout the country.

ADDISON DISPLAYS

ON this page are reproduced three photographs of displays as placed by James H. Addison, display manager for the O'Connor, Moffit & Company, San Francisco, for the spring opening. As may be readily judged, they were of unusual interest and showed the artistic ability of the display man. Beautiful scenic paintings were used as backgrounds in the stretch of windows, with the porches of imitation granite forming a remarkably attractive setting.



Modern Art In Background

BY

J. C. Bodine

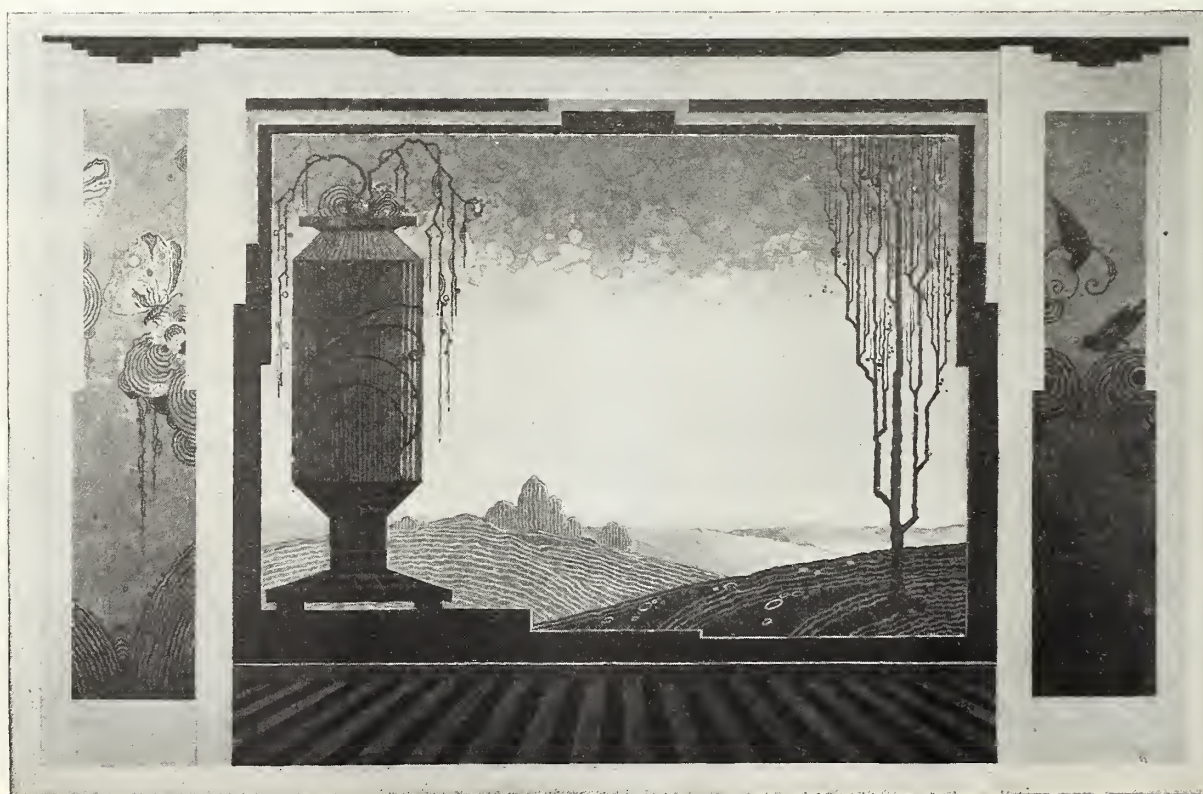
ART has been defined as the visible expression of what one considers beautiful. Art is art, wherever used, and we in the display profession strive to have that expression of the beautiful manifest itself in the window background, setting and arrangement of display. While we read much of modern art, and even use the expression ourselves, really there is nothing new in art itself. What is or may be new is found in an individual method of conveying a new idea derived from something old. Then we find that the idea is but an interpretation, but this is the all-important feature of art—its compelling influence and its certainty to arouse new ideas in the mind of the truthful observer. So, when later you see and read the term "modern art," you will understand that it refers to new ideas born from art, which is itself old. Nature is old and it would be impossible to find a work of art or decoration that is not drawn from nature.

For special display for special occasions the necessary and important part is the setting. The setting should be made up, of course, with the thought always in mind of its relationship to the merchandise. You are familiar with these essential needs, etc., and

I will give you through these half-tones a very modern idea of what is good, especially for large department store uses.

The first reproduction shows a complete window about 10 feet high by 18 or 20 feet long. The architectural effect is modern in style and constructed of wood, and colored to conform nicely with the painting in center panel. The painting in question, including the small narrow panels at end, are to be painted in colors that will conform with the season, and should be handled in an entirely decorative manner. It is impossible to describe accurately the tone relationship, as the quality of this and the results obtained depend entirely upon the ability of the artist.

Sketch No. 2 illustrates a striking effect and has in it more of the feeling or influence of the Japanese. The painting from a landscape angle is Japanese in character. The third illustration is an entirely new idea in landscape, and this shows us a wonderful sky as you would see it looking out between a pair of curtains in a large window or French door. The clouds and also the urn of flowers are purely decorative.





The last reproduction is a subject that should be of interest in an advertising way. The design and the painting of figure offer very good possibilities for the firm that anticipates putting on a Fashion Show.

A series of paintings of this kind, nicely handled in modern color and surrounded by the proper architec-

tural arrangement, would be very interesting and attract a great deal of attention. The entire set of half tones shown here are good and will give you a better and more comprehensive idea of what is modern in decorative backgrounds than anything that could be described in words alone.



Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

This Department Conducted by G. Wallace Hess

DURING the next few months there will be, no doubt, more young men drawn from the quiet pursuits of civil life than any of us have ever seen occur before in our own land. There will also be a small army of high school boys just entering a business career, and to many of these will fall the lot of taking the places of fellow-cardwriters and display managers who have been called to the colors.

Taking them on the whole, they ought to make excellent fighters, for, if there is any class of workers who have to fight for everything they get more than these two specialists, I want some one to enlighten me. Display managers fight for new fixtures, and fight

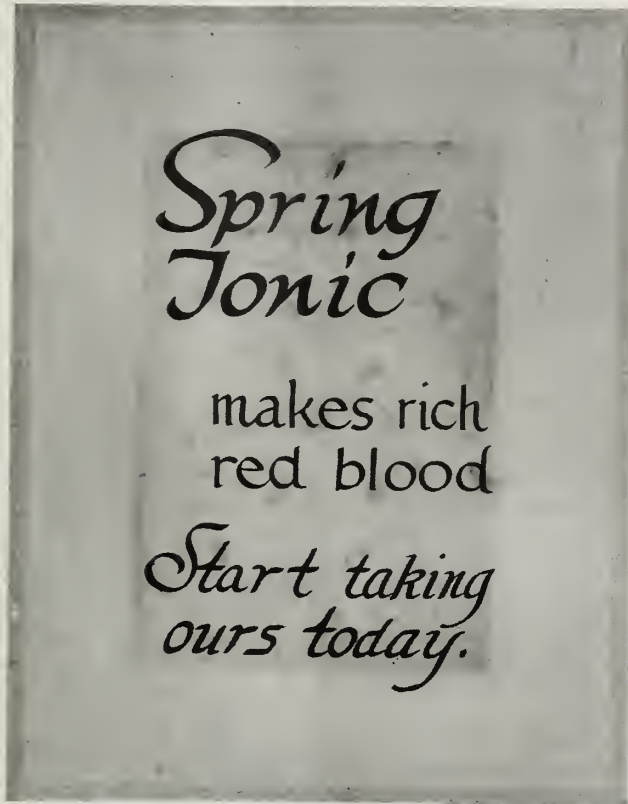
against making them out of old barrel hoops, chopping bowls, etc. They fight against putting a whole store in one window and fight to put in a classy window once in a while, and heaven knows what else.

A showcard writer is a pesky brute and fights nearly every one in the store, for all, invariably think it is fun to make signs and that he ought to thank them for bringing up an order for fifty or more signs for Monday's business at 5 o'clock Saturday afternoon.

To meet, in a measure, the unusual conditions that will confront many merchants in the oncoming days, I will, beginning in the June number, begin a series of lessons in showcard writing.



To the young man who has just finished high school and who has had instruction in freehand drawing, pen lettering should come fairly easy. To the amateur and skilled worker who has developed a fairly good style of lettering, I will say that I hope to show you where you can add to your salary by mastering some of the styles of pen work I shall endeavor to teach.



There is no city over 10,000 in size but what there is more or less work to be had that pays better than showcard work. Among these are the lettering of mats where photographic groups of officers of lodges, photographs of manufacturing plants or machinery, construction work, etc., are to be used for framing. The picture frame dealers in your town are the ones who will need this class of work. Again, there are diplomas, Masonic aprons, Masonic and other certificates, membership cards and simple sets of resolutions and testimonials; cards to accompany wedding gifts, and cards to accompany floral offerings to the families of deceased persons. Each and all of these demand clean cut pen lettering of the better sort, and if you will follow my advice you will, even if you have never used your talents for lettering any of the above, increase your style of pen lettering greatly. Pen lettering invariably commands a higher price than brush lettering, and it is worthy of your careful attention if you are interested in showcard writing.

For the past six or seven years I have done ninety per cent of my work with the pen, and in the articles to follow I will show you pen lettering of a quality never before seen in a merchants' trade journal, and not only show you, but tell you how it is done.

In the use of pens I will advocate the use of English and German makes as long as it is possible to get them. I may be critical, yet I do not err when I say, as far as the art of lettering or design is concerned, we cannot make a good pen in the United States. A skilled worker blindfolded can tell a foreign pen. All pens made in Germany, the United States or elsewhere are made out of steel rolled in England—and just as there is no equal of Swedish iron, there is no equal of English steel. Why, then, if we use English steel, cannot we produce pens here the equal of foreign made pens?

I do not know, but I have been told by a man familiar with the pen industry that the trip across the water works a chemical change in the steel which cannot be overcome here.

I make these statements for what they are worth, and to defend my use of imported pens. I am not prejudiced against any pen, but I am in favor of using the best pens I can get, for pen lettering is hard on the nervous system at its best.

There are many things we have not learned in our daily work where the eyes are used to excess. In the beginning man's eyes were made for long distance seeing. As boys in the rural districts we could pick the owner of a horse a half-mile away. In the cities we rarely can tell anything over a block or two away. The traveler on railroad trains has found out that closing the eyes relieves the strain due to moving landscape, and so you will find that as a letterer, if you will close your eyes and relax five minutes in every hour, you will be fresher and not feel the strain as much at the end of the day.

Selecting pens for use in the series to follow, Soennecken pens are advised for engrossing, diploma and general lettering. For showcard writing, Gillott's are a little more flexible. For script Gillott's No. 604 and 170 are unequalled.



Of the ball pens made in this country you may take your choice. To those who have used foreign makes I need offer no comparison—but foreign makes are about done for. In inks, Higgins' black waterproof or Dietzgen's black waterproof are advised. For finer pen lettering and script a slate ink slab and a stick of india ink are needed. A half pan each of Payne's gray and lampblack are used for washes. A

With these tools in your possession, I will, if you will do your part, endeavor to take you into the realms of the better kind of pen lettering, using for my motto solely, "To be of use," not gulling you into the use of worthless tools, but on the contrary, endeavor to steer you from the pitfalls of junk usually foisted on the unwary or on the beginner.

The cards shown this month are typical examples of Chicago showcard work.

§ §

MR. HOILE ON THE JOB

HARRY W. HOILE, display manager for Loveman, Joseph & Loeb, Birmingham, Alabama, has been given more window space by the remodeling of the big store, and has shown his appreciation by having placed many of the finest displays ever seen in the southern city. This increase in space has also added to the burden of the display man, but Mr. Hoile seems to be able to handle just a little more than a man's share, as evidenced by the many extra features at the Loveman, Joseph & Loeb store during the past few weeks.

The Easter windows were beautiful with semi-Japanese decorative schemes. Then followed a patriotic window that thrilled the city. Miss Columbia was sitting on a platform draped with an American flag, and a man figure in a Jack Tar suit saluted her. Directly in back of Columbia, draped over a large art stand, was another large flag forming a background, and across the top of this flag was a sign in red and blue letters on white, reading "America First." In a gold frame was a picture of Uncle Sam and President Wil-

son, with the wording, "We are with you, Mr. Wilson, 100,000,000 strong." Several other signs were used throughout the display, all in red, white and blue effect. There were also pictures showing different phases of life in the navy, these pictures being used to encourage recruiting. Besides this patriotic display, the Loveman, Joseph & Loeb chorus sang patriotic airs daily at 5 o'clock on the mezzanine balcony.

§ §

BABY WEEK was extensively observed in Chicago with sales of baby needfuls, window displays, *et cetera*. In many of the department stores daily lectures were given on "Baby's Welfare," and in one a Baby Welfare Station was maintained during the week. The civics and documents department of the public library had all sorts of government documents about the care of the baby, food, hygiene, diseases, amusements, welfare agencies, and records of the official baby saving campaigns.

§ §

WINDOW DISPLAYS FOR FUND

THE educational campaign which is preceding the raising of the Baltimore Fund of \$1,500,000 for civilian relief during the period of war came into more public evidence recently through the medium of window displays in some of the largest downtown shops. Phases of civilian relief work and of Red Cross activities were illustrated in some of these windows, and in others posters and electric signs call attention to the Baltimore Fund.



Plate No. 4345. Hawaiian Display by M. A. Winn for People's Outfitting Company, Detroit, Mich.

The background was an Hawaiian hut made of cave posts and ura grass. The back of the hut was covered with a grass rug while the floor was covered in the same manner. A wax figure was refinished to represent an Hawaiian girl, and looked very real with her

beads, grass skirt and long flowing hair. Palms were placed at either side of the hut to give it a realistic effect. To complete this novel display, two "Victor Dogs" were dressed in grass skirts and yellow beads hung around their necks.

NEW USE OF CUT-OUTS

How One Display Man Uses Cut-Outs On Which to Drape Materials—Has Proved Very Successful and a Big Money Saver

EVERY display man is quick to take advantage of something new, and most of them spend considerable time in planning something original. There are those display men who are satisfied with two or three original ideas, executed in their displays during a year's time, while others, the great majority, who are ever striving to avoid showing the same thing twice. The study of works of art, and a keen judgment of them often develops something original in the brain of the observer. Many good working ideas have come from close attention given the many magazines and periodicals, and in these pages we are illustrating how R. A. Goldsmith, display manager for the Wolf-Pollock Dry Goods Company, Fort Smith, Ark., developed something original in use of cut-outs for window display purposes.

The display man conceived the idea from a study of the French artist Erte's drawings, which appear each month in *Harper's Bazaar*. From these drawings, the idea of making cut-outs and draping them presented itself, and the value of the idea worked out may be readily judged from the illustrations.

A piece of composition board 4x6 feet is first used, on which the form of the figure is drawn; then it is hand sawed. To form the base a round piece of wood two inches thick is used and the form mounted on it and held in place by braces which are pieces of one-

inch square wood. These braces are the full-form size and extend down the back of one leg. These pieces are set down into the base and nailed or glued and the form may be fastened to the base in just the same way.

After the form and braces have been attached to



the base, four coats of flesh color flat paint is applied to the form, while the base is finished in gold. The face is tinted with ordinary rouge. No special brush is used for the hair or face, most any small, soft brush being suitable. A round, full effect may be had by the use of the air brush and black color. This treatment



DRAPED CUT-OUTS BY R. A. GOLDSMITH, FORT SMITH, ARK.

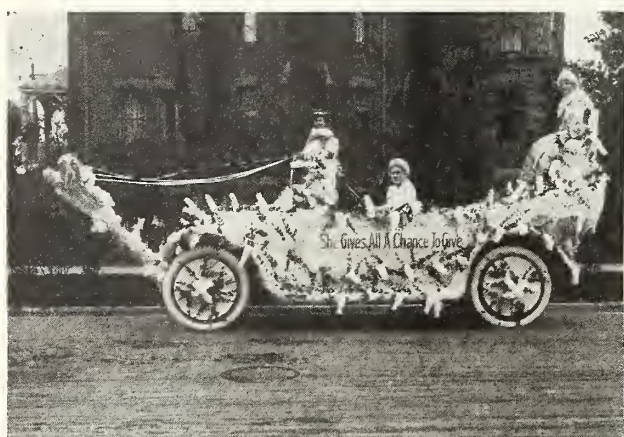
THE FLORAL PARADE

**Floral Parades of Decorated Autos and Floats
Very Popular During Summer Months—
They Advertise the Store
and the City**

Joseph Schack

DURING the past few years floral parades have become an important factor in local trade building. In hundreds of towns and cities throughout the United States, during the summer months, there are held Home Comings, Carnivals, Anniversary Weeks and Fourth of July celebrations. Preparedness Parades will also be a big feature in every locality.

As these events draw immense crowds of people to the city, the first thing to consider is how to entertain them. While there will naturally be



many events of minor importance, there is one that will stand out as the one great attraction of the entire celebration and which can be advertised far and wide and that is the floral parade.

The floral parade will appeal to everyone and attract thousands to your city. Merchants can provide extra selling features in their respective stores on that day and reap wonderful benefits as each and every visitor that comes to your city brings a neat little sum to spend for one thing or another.

Most of these events are handled by the Retail Merchants' Association and it is the merchant who plays the prominent part in the success of the movement. However, he depends a great deal on his display man and considers him to be the logical person to look after the decorating of the float, auto or truck representing the store.

PURPOSE OF THE FLORAL PARADE

The purpose of the floral parade, so far as the merchant is concerned, is to build up local interest and stimulate the trade-at-home spirit. So far as

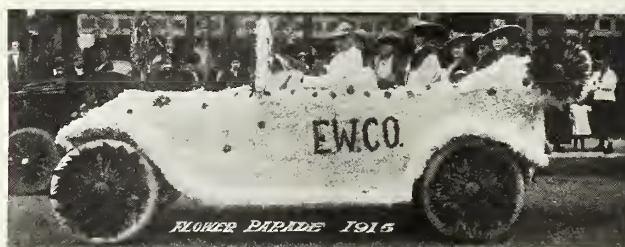
the general public and visitors are concerned it furnishes an entertainment which is enjoyed by every man, woman and child.

Such events as a floral parade in your town stamps it as alive and everybody likes a "live town," for in such a town business is always good and gets better as time goes on.



While it might be difficult for any one displayman to organize a parade, it would be an easy matter to accomplish through the united efforts of all the displaymen in your town. Local associations of displaymen have been formed in most of the large cities and many of the smaller towns all over the country, and the number of these associations and their prestige is growing every month.

No one in the community can be more interested in the floral parade than the displayman. He is the logical one to decorate the autos and floats, as this is the class of work he is doing all the time. Naturally the event of a floral parade brings an opportunity for the displayman to pick up a considerable amount of extra money easily. It also gives him an opportunity to show his employer and the people of his city a different class of work from what they have been seeing in the show window. If his car or float wins the prize, the prestige and free advertising gained is worth a hundred-fold and is long afterward remembered. Illustrated herewith are several suggestions showing how to deco-



rate an automobile for a floral parade in an attractive manner.

No. 1 is a decoration representing Lady Bountiful. The car was covered with white excello and decorated with pink Japanese wistaria. No. 2 shows a very good treatment by first covering the

car with white excello and decorating it with giant red poinsettias. No. 3 is a sunflower float. The car was covered with white excello and studded with sunflowers. Giant sunflowers were attached to each wheel and on each side of the top at the back. This made a very beautiful effect.

Now is the time to plan to put on a floral parade—it will bring business to your store and give the town in which you live that live spirit that is necessary for successful business.

§ §

MR. NOWAK IN NEW POSITION

C. J. NOWAK, one of the best known retail specialists of the day, and for the past five years associated prominently with a big organization of New York City, became associated with the Sheldon School organization of Chicago on April 9th. Mr. Nowak has had a most thorough retail training and is credited as being the originator of the Butterick Co., and McCall Company draping service, being the first man to bring out strongly the value of putting up finished full-form drapes without cutting the material. He also brought out the Lorraine draping service, the De Milo draping form, the Cubist, Futurist and New Art drapes.

Mr. Nowak has written over two hundred articles on show card writing, and is the author of show card writing departments in several trade papers, besides

having published many important articles on how to inaugurate a fashion show in towns of five hundred and over. For years he has been regarded as an authority on colors, and in this branch has written scores of color articles especially applicable to the art of show card writer and

his experience and ability in the Sheldon organization. He has been accepted as a prominent member of the Chicago institution. He has been assigned important Eastern territory covering a number of states.

§ §

CLEVER FURNITURE DISPLAY

ONE of the display windows of the Marion Furniture Company, Marion, Ind., is creating a great amount of interest among the house and garden enthusiasts, with a splendid display of lawn and porch furniture. The window represents a well-planned yard leading from a vine and white lattice covered veranda. The chairs and seats are of the wicker style, with beautifully patterned cushions and covers. The lawn in its reality would be appropriate for the best of mansions, being arranged with deep green grass divided into sections by a gravel walk, lined with whitened rows of stones.



Plate No. 4346. Opening Display by J. L. Cameron for Harris-Emery Company, Des Moines, Iowa.

A beautiful Muriel painting in the background depicted the "spirit of the dance," being in rich harmony in tints of blue. The figures in the painting were life-size and are seen using the flowers plucked from the tree in a dance symbolic of spring. In the front center was a large azalea tree in

pink surrounded by a bench done in shades of blue and black, making a very pleasing contrast of color. An abundance of roses was evident throughout the display and for richness and beauty this window was considered the finest ever seen in Des Moines and vicinity.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
—WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF

Silk-Lined Topcoats, Special at \$19—By "special" we mean that this coat usually sells at a higher price, but we do not feel that it is necessary to quote that price in order to bring home to you the value of this superbly tailored garment.

For Outing, Sport, Business, Dress and Dinner Wear: Cotton Shirts: \$1.50, \$2, \$2.50; Silk Shirts: \$2.95, \$3.95, \$4.95, \$6.15—Space will not permit a detailed description of each individual collection, but you may rest assured that you are "playing safe" in selecting from this rare ensemble of shirts for spring and summer wear. Only the most desirable of the newest cloths and patterns have found a place in this event, the colors are guaranteed *fast*, and the tailoring throughout is up to that standard which has helped to establish the present enviable reputation of the shirt department.

Very Unusual Neckwear at 25c!—Winsome, delectable styles just minted in New York, and only 25c to pay. Really, it is *sensational!* Organdy collars and collar sets, plain or embroidered, in immense variety. And there is plenty for all who come tomorrow.

Men's Silk Shirts, Special at \$3.75—Here's a shipment of shirts that will interest careful dressers. Smart stripe effects in the new contrasting colors; also in all-white with satin stripes. Handsome, well made shirts, unusually low in price for such good quality and style.

Tailored Suits for Conservative Women, Prices \$35 and \$37.50—Half a score of styles at these prices—some of the severely tailored kind, some of the quieter novelty sort. Poplin, Poiret twill, gabardine, serge and pin-striped worsted are the favorite materials, with rows of buttons for decoration or fine silk braid bindings or something of equal simplicity. There are a good many pleated or belted coats, and a good variety of colors—such as rookies, reseda and darker greens, navy and black. One of the best suits of all is just sufficiently soldierlike to be smart—a modified Norfolk with pinch tucks and big pockets, the material being men's worsted in O. D. or army color. Prices are \$35 and \$37.50.

Some of the Prettiest New Silk Frocks—\$16.50—for Young Women—Are in a special group we've just purchased. They are wonderfully good for this price. Taffetas, crepes de chine and Georgette crepe are in the group, and there are light and dark shades in all the fashionable colors. At least twenty-five distinct and charming little styles from which to choose—each one smart, new and delightful. 14- to 20-year sizes.

Two New Tailored Skirts and a Silk—A light-weight wool skirt is of serge in stripes formed of plain gray alternating with dark plaid. Cut with a yoke and pockets and trimmed with buttons, \$4.25. A skirt for large women is of men's wear, shepherd check cut with a pleated panel back and a plain panel front to give long lines. Also in dark blue and white stripes. Waist sizes 32 to 36, \$8.50. Stripes running round are a fancy of the summer. A skirt of navy or black taffeta has groups of narrow white satin stripes dipping to points over the hips. The sash girdle is finished with a buckle, \$11.50.

Everybody Needs Crepe de Chine at \$1.38 a Yard—For frocks, for blouses, for night-gowns, for camisoles, for negligees. Here is the 38-inch width in all-silk crepe de chine in a complete assortment of street and evening shades. An excellent quality, at \$1.38 a yard. *40-inch Black Taffeta, \$1.50; 32-inch Satin Striped Shirtings, 95c Yard.*

A Good Consignment of Japanese Crepes—They were ordered last November and are as soft and fine as the crepes we sold a year ago for the same price—in fact, the best to be had for 30c a yard. We sell them for garden smocks and skirts, children's rompers, boys' shirt-waists—even window draperies. Colors are yellow, blues, the tenderest greens, browns, tans, pinks and rose colors and a pure cool gray, and one may choose stripes or solid tones. The width is 30 inches.

Dress News Is Divided Between Serge and Taffeta—Among the serviceable serges there is an unusual-looking dress whose satin collar, bodice and skirt are embroidered in silk. In navy blue, brown or black, at \$16.50. A straight-line dress of a light-weight serge that can be worn late into the spring, has a sash belt and a Georgette collar and vestee, \$13.75. You'll say \$12 is little enough to pay for this dress of navy or Copenhagen taffeta embroidered in silk of two tones. And more—it has sleeves and a collar of transparent silk crepe. Another taffeta is made with an overskirt while revers on the bodice and the pockets on the skirt are embroidered with crystal beads, \$14.25.

Gladly Do We Announce New White Jersey Cloths—They are so scarce and so very fashionable, and many women have been asking us for precisely these finer grades. These are the fine, soft, all-wool qualities that are used for dresses, separate skirts, sports suits and often for sweater coats. Both in cream and ivory white, 52 to 54 inches wide, and \$3, \$3.50 and \$4 a yard.

New White Blouses, \$3—Pleasantly fresh and airy—of soft white batiste with fine tucks and lace insertion trimming the front. Four rows of hemstitching give a shirred effect to the yoke, and the deep sailor collar is edged with insertion and lace. In all sizes.

Real Irish Laces Have Come Back to High Favor—They are listed among the extremely fashionable laces for lingerie, frocks, blouses, underwear, negligees and last, but not least, babies' garments. Owing to a large, new importation of these laces from Ireland, some of the finest and most beautiful that have ever been here, our assortment is in excellent shape to meet any demands upon it. Both edges and insertions, prices from 12½c a yard for the picot edge to \$12 a yard for a flounce.

Special Disposal of \$1 Housedresses at 69c—About 200 dresses, a great variety of styles, a few of each model. They include dresses of striped and checked percale trimmed with white and color; others of gingham, color trimmed. All have some form of sailor collar of chambray or pique or the two materials combined. None of these dresses advertised will be sent C. O. D., none will be reserved for mail or telephone orders and none will be credited or exchanged.

New French Neckwear Is Beautiful—Every Woman Should See It—Its loveliness is largely due to the generous use of fine hand embroidery and real lace. Collars and sets are quite elaborate this year and the shapes are very pretty. There are shawl collars, deep back collars and collars with revers. Many are made more handsome by the addition of fillet lace, which is quite fashionable this summer.

Surplus of Beautiful Silk Beaded Bags, \$1, \$1.50, \$2.50, \$3, \$5.50—Values \$1.75 to \$15—All New Models Designed for Spring and Summer—Some nine hundred fine silk beaded hand bags in the very latest and most fashionable styles have come to us for distribution at an average half price. The manufacturer is giving up the production of hand bags and turning his activities in another direction. We have acquired his entire stock at a very low price. The collection is rich in variety, including many beautiful bags, such as are selling today in other places at the comparative prices we quote.

Blouses Are Wearing Colored Collars—Gay pinks and blues and lavenders are finding themselves on snowy blouses of voile this year. Of course, there are plenty of the all-white as well, with lacy frills and sailor collars that are charmingly youthful. A host of fresh, new styles at \$1, \$1.25 and \$2.

Cape Waists—New and Sheer—One style has a delicate vine pattern of fine machine embroidery and hemstitching—nothing else. But it seems dainty enough to be worth its \$10.50. Another has embroidered dots and fetching little ruffles of Valenciennes. This is \$9.50. And a tucked waist with good imitation filet is \$8.50. All three come in white and shell-pink crepe.

Women's Sport and Dress Skirts at unusually low prices today—At \$5—A most varied collection of new and attractive sport and dress skirts fashioned of Velour or Worsted Checks, English Serge and Wool Poplin. Waistbands to 36. At \$12.75—New and exclusive models with novelty pockets and smart two-piece belts, excellently tailored in Figured Silk Poplin, White Washable Satin, Plain, Plaid or Striped Silk Taffeta. Waistbands to 36.

Scotch Plaid Ribbons Are Very Smart and New—They are greatly in demand for children and also for girdles and hat trimmings for those of older growth, and furnish a touch of brightness for many costumes that would otherwise seem a bit somber. These are in all the high color combinations in effects of reds, greens, blues, browns, etc. Full 5½ inches wide, a lovely quality of taffeta and special value at 29c a yard.

The Ribbon of the Allies—By the yard, 45c yard. Small bar mounted on cardboard with safety pin attached for wear on lapel or rever of coat, 5c each. (Ribbon Shop.)

Exceptional! Women's Silk Stockings, \$1.10—Another of those offerings which have attracted much attention hereabout! Each offering brings the possibility of obtaining such Hosiery at \$1.10 just so much nearer the end, for before a great while, even Loeser's, with its remarkable Hosiery resources, will not be able to offer such a matchless value. Black, white and favorite colors in thread silk, with double silk or mercerized tops and soles, and pointex heels.

An Opportune Time to Buy Women's Silk Gloves—Four special lots here at lower prices than those asked elsewhere for the same qualities. Two-clasp Silk Gloves, in black and white, 62c; Sixteen-button white Milanese Silk Gloves, 75c; Two-clasp Silk Gloves, in white, black and colors; embroidered, 85c; Two-clasp Milanese Silk Gloves, with five rows of embroidery, 90c.

Red, White and Blue Sports Hats—Stunning white hemp and Milan hats trimmed with red, white and blue velvet ribbon bands, or cockades of red, white and blue gros-grain ribbon. One model of red and white straw with an inset of blue taffeta, which is a dark relief for a white star; a real "Stars and Stripes" hat! Patriotic hats, \$5 to \$12.

News of the Baby Store—Coats, \$6.98, \$7.98, \$8.50—A special collection of about 125 Coats, in sizes 3 to 6 years, specially priced for a quick outgo. All the fashionable new materials, wool poplins, rep. serge, taffeta, moire, poplins, etc., in the wanted shades of Copenhagen, rose, tan and some of the high colors, gold, raspberry, apple green, etc. Also black-and-white checks. Tailored models, most of them with detachable collars, full flare, wide sweep skirts, belts and fancy pockets. Large buttons. Twos, threes and a few in larger numbers. None sent C. O. D. or on approval.

Soft Straw Hats for Little Folk—No wonder many of the youngsters are seen carrying their straw hats in their hands. Most straw hats made for children are stiff and uncomfortable. The maker of these Redleaf London straw hats has solved the problem to the comfort of the children and to the all-around satisfaction of their parents. Prices, \$2 to \$4.

Marquissette and Scrim Curtains—\$1.49 a Pair for Values to \$2—An entire summer outfit of new Curtains may be picked from these at small cost. Styles include Dutch Curtains with valance and wide Barmen Cluny edge; also drawnwork Marquissette Curtains in white and ecru in several patterns. About twelve hundred and fifty pairs and values to \$2 for \$1.49 pair. *Ecru Scotch Madras Curtains*, Special Values at \$1.50 and \$1.98—Seven hundred and fifty pairs in Dutch style, headed, ready to put up; complete with valance. In a dozen artistic designs.

Attractive Summer Furniture—Artistic, quaint and colorful, and harmonizing with the decorations of porch or room or completing the setting of lawn or garden. Soundly constructed, too, to endure and give solid comfort. There is Furniture here for every summer need—thousands of pieces, plain and fancy, at prices that will prove attractive. But see the display—centered in a scene of rustic beauty.

A Wealth of New Taffeta Petticoats—Spring Suits and Dresses demand new foundations—new petticoats—and they should be of silk, preferably taffeta. Here they are! A mountain of 'em, in admirable colorings and styles—full flounced and tapering. Suppose you view them tomorrow. Truly fine values—\$5, \$6.50, \$8.50, \$10.

Cretannes for Slip Covers—At 50c yard, fully 125 different designs and colors. At 60c yard, very nearly 100 designs and colors. At 75c yard, 20 and more designs. All copies of costly cretonnes and printed linens from France and England. We cannot duplicate the original patterns from abroad, and therefore have had them copied by a wonderful mill in America. They are not linen, but they are a heavy cotton material finished like linen, so that they are satisfactory for upholstering purposes.

Lining Satins, 89c, 36-Inch—Very lustrous satins in popular colors for the lining of spring coats. It is firm in weave and will give long wear. Shown in gold, various shades of tan, gray and blue, rose, white, ivory and black. *Half Silk Novelty Linings*, 75c. Lustrous half silk Pongee in light and dark colors; printed in floral and plaid designs and novelty figures; 36 inches wide; a fine value at 75c a yard.

Young Women's Capes—A pretty group. One of men's wear serge, navy blue, is cut circular from the sides, with box front, broad belt of material, tie sash, patch pockets; unlined; \$25. Another of black satin has sailor collar of material, and tinsel stitching; \$25. A very smart cape is of hop sacking—a French blue two-tone—with collar, revers and facing of black velvet, and belt in front fastening with large pearl button; \$35.

Silk Stockings—The quality of the silk, the beautiful colors, the lovely open work vertical stripes, stamp these stockings at once with that rich air that lends distinction to a costume. At \$3.50, in black, white, bronze, pink, silver, pearl gray and gold, with all-over open-work vertical stripes. At \$3, in pink, white, champagne, black, old rose, with open-work ankles.

Silk Underwear, New Styles—New embroidered effects—lovely blind embroideries in French lingerie designs—touches of eyelet work. Undervests, \$2.50. Combination suits, \$4. Both in white and pink. Also knickerbockers, these plain, in white, pink, sky blue and black. Reinforced. Elastic at knee, \$2.50.

Summer Scarfs from London—Fascinating simple draperies of exquisite silken tissues, which have come to be associated with the best Bond Street shops in London. Liberty silk, crepe Georgette and fine crepe de chine with satin stripes and plaids and beautiful flowers. All the scarfs in this new importation are wide and long. Priced \$6 to \$17.50.

Hosiery for Men, Women and Children, Special—Offerings that total many thousands of pairs, that concern most desirable kinds, that are priced much lower than the usual prices prevailing for such qualities, and that are represented in good size ranges: 4,800 Pairs Women's Stockings, 19c. White gauze cotton; white gauze cotton clocked in black; black gauze and medium weight cotton; navy lisle and fiber mixtures.

Boys' Blue Serge Suits—Every boy needs a blue serge suit—for confirmation, graduation, and for Sunday or formal wear. The new ones are very fine; color good; two pairs knickers go with each coat; knickers are full cut, full lined and taped; coat is a pinch-back model, with three-piece belt and patch pockets. Sizes 8 to 18 years; \$9 to \$15. *Fancy Suits*—five models; two pairs of knickers with each suit; \$6.50 to \$17.50. New felt and straw hats, and caps—all ready.

Time for Soft Hats and Here Are Soft Hats for All Men—There is no equal to this great assortment of soft felt hats for spring. No man need compromise on what he started out to find if style and becomingness were what he sought. The collection comprises English, French, Italian and American hats in a price range of \$2, \$3, \$3.50, \$4 and \$5.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
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MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of

The International Association of Display Men

*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

May 1917

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DAYLIGHT SAVING

THE Chamber of Commerce of the United States of America is conducting an energetic campaign advocating Daylight Saving upon a nation-wide basis, and at the annual meeting adopted the following resolution:

"Resolved, That the Chamber of Commerce of the United States approves the report of the Committee on Daylight Saving and recommends that appropriate legislation be enacted by the Congress of the United States to move forward the clock one hour in each of the several time zones in the United States for not less than five months in each year."

This question is now in the hands of a sub-committee of the Senate Committee on Interstate Commerce and will be discussed in few days.

§ §

GOOD BUSINESS BASIS OF DISPLAY

THE broad field that window display is covering and its extensive use may be realized from a recent display at Detroit. It was made in connection with the proposed concrete highway between Bay City and Detroit and the designer of it was M. W. Crawford of the Central Michigan Oakland Company.

The exhibit depicts a country scene, with its hills and valleys and bright colored vegetation. Running the length of the show window is a concrete road on which is placed an Oakland touring car. Leading from this highway is a stone or gravel road. In front of the Inn a roadster has been stopped and wax figures are standing near an old-fashioned pump.

The entire scene is very realistic, and is original with Mr. Crawford. Many Bay City people approached Mr. Crawford to inquire why he went to the trouble and expense of making this good roads display. Mr. Crawford informed them that good roads increased the use and sale of automobiles and that the proposition of good roads is of such national importance as to affect every resident of the country, whether a car owner or not. Mr. Crawford contends that every person in the United States is paying a tax today on every purchase he makes as the result of poor roads or costly transportation.

§ §

DO you know that the flag of our country, the Stars and Stripes, dictated by George Washington, has remained unchanged since 1777? Spain's standard was established in 1785. Great Britain's, 1801; Netherlands', 1806; Japan's, 1859; Italy's, 1861; Germany's, 1871, and the tri-color of France, 1794.

§ §

BACKGROUND ARTICLES

ATTENTION is called to the special articles on backgrounds and background treatment which feature this number. They are the views gathered from experience by men fully capable of handling their

subjects. J. C. Bodine and G. A. Smith are recognized leaders and have been considered such for years. R. Milton Varney is not so well known but he is rapidly making a name and his article will be found very interesting.

§ §

LOOKOUT FOR THIS MAN

WE are publishing herewith front and side-view portraits of a subscription fakir known as L. Hirsch, alias H. L. Neuman. This is the party of whom we gave warning on Page 35, April issue. He had operated extensively throughout the South and Southwest, using fake subscription order blanks and pretending to represent MERCHANTS RECORD AND SHOW WINDOW and other publications.



L. HIRSCH, *alias* H. L. NEUMAN.

Description: Age, 28; height, 5 feet 6 inches; weight, 135 pounds; build, medium slight; hair, dark chestnut; eyes, light; clean shaven; florid complexion.

This young man was arrested in Little Rock, April 14, 1917. He was tried and convicted on three charges. He is wanted for obtaining money under false pretenses in many cities, including New Orleans, Galveston, Waco, Fort Worth and Tulsa, Okla. It is hoped to keep this man confined for some time, but our readers and others are all warned to be on the lookout for him and notify local authorities if he should ever show up.

Caution

Subscribers and readers of MERCHANTS RECORD AND SHOW WINDOW are warned to be careful when any one claiming to represent this publication solicits business. Duly authorized agents carry and must show upon request full authority, written on this company's regular letter-head, signed by G. H. Lambertson, Secretary and Manager, and bearing the company's corporate seal.

§ §

TO COMBAT MAIL ORDER EVIL

VARIOUS magazines throughout the country have moved to remedy the so-called Mail Order Evil, and as a means of combating these big houses many of the leading magazines have decided to exclude all mail order advertising from their columns.

Paul H. Nystrom, former professor of political

economy in the Universities of Wisconsin and Minnesota, speaking of the growth of the mail order industry, which has grown to be a menace to local merchants, says:

"One chief cause of the recent rapid progress of the mail order business is the tremendous increase in circulation of popular periodical literature loaded with advertising, particularly the national women's magazines. Both reading matter and advertising have shown the way to greater variety in consumption.

"The magazines which have changed their policy so as to exclude all mail order advertising have a circulation of over 1,500,000 a month among the better class of families in the United States. This in itself removes the menace of mail order competition from the reading matter of about one out of every five merchandise buying families in each community. Undoubtedly this will be a powerful if not determining factor in the success of many a 'buy at home' movement in territory that it now debatable."

§ §

NOVEL ADVERTISING PLAN

THE Austin Furniture Company, Austin, Minnesota, inaugurated a novel advertising plan during the week of April 16th, when a beautiful velvety rug with soft oriental coloring and of excellent design was used as a sidewalk mat. The rug was placed on the sidewalk Monday and was not taken in until the following Sunday. It was subjected to rains and snows and at the end of the week was sent to the factory to be cleaned. It was then sold by sealed bids.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1917 have been made as follows:

Walter E. Zemitzsch, St. Louis, Mo.

J. W. Turley, Hartford, Conn.

J. H. Addison, San Francisco.

Jack Cameron, Des Moines, Ia.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

The Value of High Class Draping

—Article 4—

By

T. Guy Duey

THIS branch of the display manager's art is, perhaps, one of the most difficult for the average man to develop to perfection, nevertheless it is also one of the most important features which it is absolutely necessary for every display man to possess in order that he may become classed with the leaders in this very inspiring profession.

To be sure, in a great many of the big department stores a great deal of this detail work is executed by the display manager's assistants. However, these display managers must have acquired a great amount of ability and knowledge in this branch of work in order to be able to plan displays, also to instruct his assistants to carry out the same. Otherwise he could not have advanced to the position of display manager with any house.

In connection with the branch of draping comes, perhaps, the most essential of all the studies of our

Begin the drape with foundation of a five-yard piece of white satin, by taking the end of fabric and pinning either corner on top of either shoulder as shown in Figure 1. This arrangement makes a sort of festoon drape effect which, when pinned down at the



Fig. 1.

profession, namely the study of color combination and harmony. Too much stress cannot be laid upon this study, without which no man can hope for any great success in the ranks of the leaders in the display man's art.

Herewith is illustrated and described a very unusual garment, which was used in connection with a recent window display of georgette crepes:



Fig. 2

center of bust, forms the low neck. Allow the fabric to fall loosely down front of the form and pass between the feet to the rear. Then take the other end of the material and repeat the same steps to cover the back.

Thread is then tied around the surplus fabric between the feet and drawn up to a proper height in order to form the bottom of skirt in a harem effect. See Illustration No. 2.

Next, take a seven-yard piece of Japan blue georgette crepe and begin at end by tying one corner, as shown in Figure 3. This is pinned on the form at shoulder, the length dropping to floor to make form of garment as illustrated in Figure 4. By repeating the steps taken with the foundation satin, passing the crepe between feet, you then take the other end and proceed to form the back of garment in the same manner as you did the front. However, in this case you allow the pendant corner to fall over the opposite shoulder and hang in front, as may be seen from Figure 5.



The high waist line is then formed by drawing thread around form as illustrated. The drape effect on the skirt is produced by pleating along selvage with crepe.

The gown is now completed by the addition of a beaded band at the waist line, and beaded ornaments



to match placed over the arms at the shoulder. This little addition is very effective and finishes off the drapery effect on the skirt. Beaded tassels to match are used on pendants which hang from either shoulder. An original idea, and one which proved quite in-



teresting, was injected into this drape by the placing of beaded ornaments, such as appeared over the arms, on the hosiery at ankles. All these details are evident in the half-tone reproduction.

C. D. M. A. MAKE PLANS

A very enthusiastic business session followed the luncheon of the Chicago Display Manufacturers' Association at the Morrison Hotel April 11th. The subject was the "1917 Convention of Display Men," and judging from the spirit and enthusiasm shown by the men at the meeting, Chicago will do its share toward making the Twentieth Annual Convention a great success.

A Convention Committee was appointed and consists of the following men: Irving L. Bradford, chairman; J. C. Bodine, E. A. Burd, George Cowan and J. W. Foley. The next meeting will be held as soon as the floor plans, showing the layout for booth space for exhibition purposes, are available, which, we have learned from C. J. Potter, will be May 7th. The plans will be in the hands of all manufacturers on that day.

CO-OPERATION in advertising is one of the most powerful influences in the success of a community of merchants, and honesty in that advertising makes the success a certainty.

JAPANESE ART

The Beautiful Gardens of Japan Should Be An Inspiration to Every Display Man—Wonderful Opportunities to Inject Beauty By Study of Oriental Art

R. Milton Varney

THE subject of this article pertains to "The Possibilities of Japanese Art," but before taking up the great advantages for the display man in this branch of display work I would first say a few words regarding background work in general. Right here I might heartily endorse the articles appearing in the MERCHANTS RECORD AND SHOW WINDOW, written by those experts in the profession, J. C. Bodine and George A. Smith. In making these few remarks concerning the work of background designing and the use of same I hope I am not treading on ground that has been or will be covered by the men referred to above.

In response to the query—why spring, summer, autumn and winter?—I venture that the Creator realized the importance of nature's change as well as that of man. Animals change their coats of fur in preparation for another season—a new change of nature, the new coats blending with the grasses and leaves of the new season. Deducing from this, I contend that the seasons of the year should be interpreted through the show window by a shift or change of backgrounds, showing beautiful scenic paintings as settings, giving to the merchandise that atmosphere of a budding season.

It is not always necessary to devote the entire background to scenic paintings, as screens, units, simple frames and small panels create an entirely different air and give that change so necessary to the show window.

The largest and most successful stores of this coun-

try realize the value of constant change, and, being acquainted with the fact that these greatest stores acknowledge the tremendous force of change, then what better argument could be put forth in the support of the theory that a change in window backgrounds works for the success of an attractive and sale-producing window?

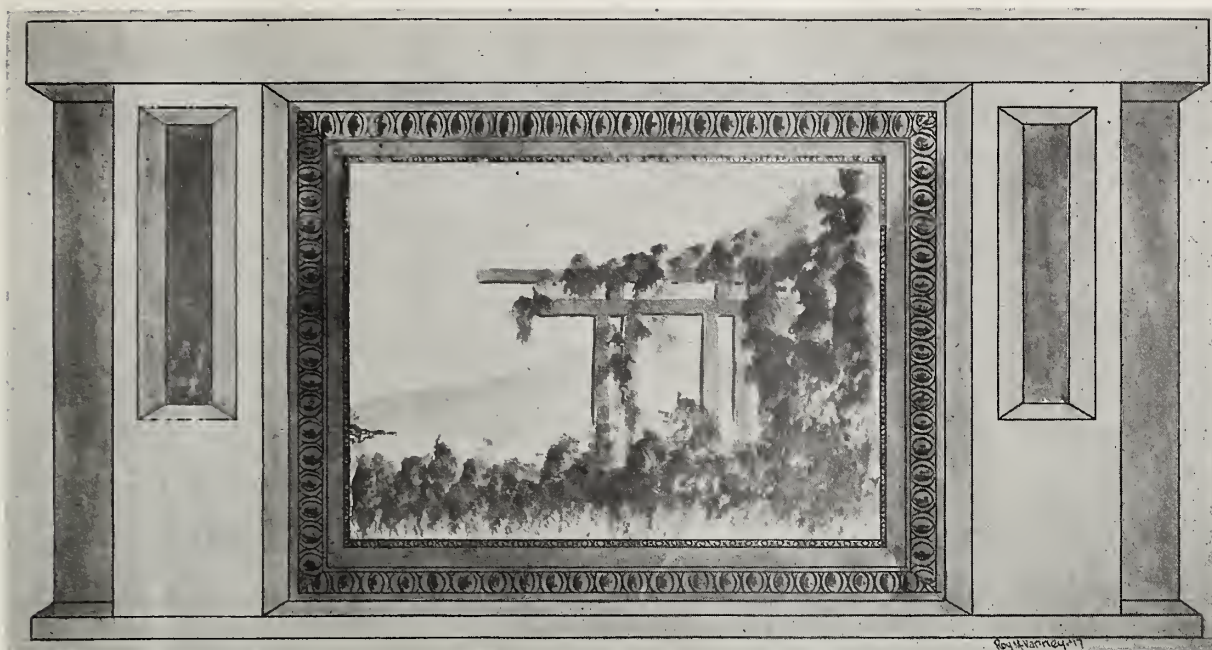
Coming to the subject of this article, I will say that the wonderful scenic paintings of the beautiful gardens of Japan should be an inspiration to every display man. There are great possibilities in this novel and beautiful form of background decoration. In designing a garden the Japanese are very careful not to overdo the garden, therefore a display man should be very tactful in the arrangement of his display. In the drawing reproduced herewith it will be noticed first of all that there are only three units to the background, namely, the center panel and the two ornamental stone lanterns. The panel is in very soft pastel shades, and affords an attractive background for spring and summer fabrics.

The lanterns are made of light lumber and painted in gray alabastine mixed with glue and hot water, followed by an application consisting of a mixture of white building sand mixed with dry gray alabastine sprinkled over the entire surface while wet. Terra cotta finish may be obtained the same way, using red sienna with the paint and mixing the sienna with one-third dry glue. To this is added hot water and allowed to stand until cold and then is applied with a large brush.

The floor of the window may be treated to represent a lily pond, with quaint stepping stones placed in the customary manner. This would greatly improve the outdoor effect.

It is well known that Japanese landscape gardening is a religious rite as well as an art.





The ways in which Japanese trees, flowers and foliage may be used are varied and always produce beautiful effects. Carefully trimmed pine trees always form scenes of beauty, and therefore one or two of these are nearly always present in the Japanese garden scene. Flowers are never more beautiful than in Japan; here we find the fuji, or wistaria, blooming in the springtime, old vines covering specially arranged bamboo trellises or clinging to the lower dead boughs of an ancient pine. Then comes the one hundred varieties of cherry blossoms, the wonderful Pinkich plum groves and the Japanese children's favorite, the peach blossom, all of which bloom so freely that the boughs sag from sheer weight.

The quaint little tea houses offer the painter material out of the ordinary. Slender and graceful, they give an added touch of beauty to a scenic background.

Japanese scenes may be reproduced in the window background always with a soft, rich and beautiful tone. This makes an artistic setting for display and may be reproduced in the Oriental gray, black and white treatment. I have found from experience that it is always well to avoid, so far as possible, the use of heavy or dark shades in the panels. Bamboo can be finished in gold and lacquered or stained in light green or Prussian blue, or perhaps an application of rough sand would give a carved stone effect, thereby producing a splendid finish. Japanese art applied to backgrounds is comparatively new in the domain of display and window setting, but its growing popularity among the leaders of the profession argues well for its general use.

✕ ✕

MEADOWS WINS PRIZE

IN a recent window display contest conducted by The H. D. Lee Mercantile Company, Garment Manu-

facturers, Kansas City, Mo., for the best showing of Lee Union-Alls, A. L. Meadows, display manager for the Grand Leader, Palestine, Texas, was awarded first prize. Window space is not often given over to showing work clothes, but the proper kind of a display is bound to sell goods.

Mr. Meadows' work is well known in Palestine and vicinity, and as he has recently become a member of the International Association of Display Men, we may expect him to be a candidate for some of the prizes which will be awarded at the convention at St. Louis.

✕ ✕

AT CHICAGO ART INSTITUTE

WHILE on a recent visit to the Chicago Art Institute the writer was agreeably surprised and delighted to find hanging in the Chicago Architectural Exhibit five beautiful color designs of complete sketches, the work of J. C. Bodine of the Bodine-Spanjer Company, Chicago. As the five were designs of decorative backgrounds for Show Window purposes, it made me feel at home there, as it would make you feel to meet a friend in a foreign land.

We congratulate Mr. Bodine and the Bodine-Spanjer Company for the mark of appreciation they have received in the acceptance of an exhibit of this kind in an Architectural Exhibit in our wonderful city, and we wish to thank them personally for the work and serious thought that they have put into their work which brings it up to a point of efficiency to which all of the profession may point with pride.

✕ ✕

CATALOGUE houses should not be a cause for worry among merchants. If you have desirable goods at right prices, if you resort to intelligent advertising and give proper attention to your windows, this "bogie bear" will be harmless.

CATCH PHRASES

SNAPPY EXPRESSIONS FOR SHOW CARDS AND ADVERTISE-
MENT HEADINGS—SOME ARE ORIGINAL, SOME BOR-
ROWED—ALL ARE SHORT AND TO THE POINT
AND BOUND TO ATTRACT ATTENTION

ORIENTAL PEARLS FOR THE BRIDE.

* * *

WE ASK YOU TO LOOK AT THE MER-
CHANDISE IN THIS WINDOW.

* * *

YOUNG GIRLS ARE THINKING OF SUCH
COATS AS THESE.

* * *

TRIM SUMMER FOOTWEAR THAT IS
NOT EXPENSIVE.

* * *

BREAKFAST SETS AS FRESH AS THE
MORNING.

* * *

HERE ARE COATS THAT ARE INTEREST-
ING AND THEIR PRICES ARE LOW.

* * *

WOMEN'S SUITS — DISTINCTIVE AND
NEW—TAKE YOU OUT OF THE CROWD.

* * *

WOMEN TELL US THAT THEY HAVE
NOT SEEN ELSEWHERE SUCH A VARIETY
OF BEAUTIFUL BLOUSES.

* * *

EVERYBODY LIKES SCOTCH MADRAS
FOR CURTAINS—INSPECT OUR STOCK.

* * *

ONLY DRUGGISTS USED SPATULAS IN
THE DAYS OF OLD—NOW ONE IS NEEDED
IN EVERY KITCHEN.

* * *

THE MOST IMPORTANT MESSAGE TO
WOMEN—OUR FASHION SALON IS READY
—LARGER, FINER, LOVELIER VARIETY
THAN EVER.

* * *

EVERYBODY IS TALKING OF BACK-
YARD GARDENS—IT'S A PATRIOTIC MOVE-
MENT—OUR GARDEN SUPPLY STORE HAS
EVERYTHING YOU NEED.

* * *

WE PICKED UP IN PARIS RARE BEADED
HANDBAGS — SOME ARE ACTUAL AN-
TIQUES; ALL OF THEM BEAUTIFUL.

* * *

GOWNS OF RARE LOVELINESS FOR
EARLY SUMMER WEAR — THESE ARE
GOWNS THAT A FEW YEARS AGO COULD
ONLY BE FOUND IN PARIS.

THIS STORE SOLICITS YOUR INSPEC-
TION. THE PUBLIC MUST BE PLEASED
AND WE WANT THE PUBLIC TO TELL US
HOW TO PLEASE THEM.

* * *

SERVICEABLE SERGE FROCKS MODER-
ATELY PRICED.

* * *

SUMMER SUITS THAT ARE SMART.

* * *

IT'S EASY TO PICK UP ANY KIND OF
CLOTHES FOR THE GROWING GIRL, BUT
TO GET GOOD-LOOKING, WELL-TAILORED
CLOTHES IS MORE OF A PROBLEM.

* * *

THESE HATS MAKE YOU PRETTY —
YOU'LL BE AMAZED HOW BEAUTIFUL
YOU LOOK IN ONE OF THEM.

* * *

ALL MEN LOOK PROSPEROUS IN
CLOTHES THEY PURCHASE HERE.

* * *

YOU DON'T HAVE TO EXPERIMENT
WHEN YOU WANT DRESS GOODS — WE
HAVE THE BEST.

* * *

HERE ARE HATS FOR EVERY MAN'S
HEAD—THEY ARE "AHEAD" OF ALL
OTHERS IN QUALITY AND STYLE.

* * *

WE OFFER THESE SUITS AT PRICES
ORDINARY, BUT THE VALUE IS EXTRAOR-
DINARY.

* * *

HERE ARE CLOTHES FOR 100 IN THE
SHADE WEATHER—THE PRICES ARE JUST
ABOVE ZERO.

* * *

LOOK AT THESE SHOES—SENSIBLE—
SEASONABLE — COMFORTABLE AND REA-
SONABLE.

* * *

IF YOU WANT THE BEST THERE IS IN
CLOTHING WE HAVE IT—FAULTLESS IN
FIT, FABRIC AND FINISH.

FOLLOWING A REMARKABLE CAPTURE
COMES A SALE OF LINGERIE BLOUSES AT
\$1.29—THESE ARE NOT ORDINARY
BLOUSES.

* * *

WE MAINTAIN A SPECIALIZED CORSET
SERVICE FOR SOLVING CORSET PROB-
LEMS.

* * *

COMBINATION SUITS—EVERY DESIR-
ABLE STYLE IN EVERY WEIGHT A WOMAN
COULD WISH FOR—MADE OF EVERY DE-
SIRABLE MATERIAL.

* * *

THE SUITS YOU SEE IN THIS WINDOW
ARE DESIGNED TO PLEASE THOSE WHO
ARE IN THE HABIT OF PAYING MORE.

DISPLAY MEN AID UNCLE SAM

Thousands Of Recruiting Displays Have Been Placed In The Show Windows—A Great Aid To The Country In This Crisis—Display Men Are Playing A Most Important Part In The Campaign For Recruits

THE great work of the display men throughout the country and the help they are giving the government in its big campaign for fighting men for the United States Army and Navy cannot be accurately estimated, but it is certain that the aid being given by the men of the window display profession ranks as one of the most powerful influences in the campaign for recruits. It is safe to say that there is not a town that has not had at least one or two windows devoted to this preparedness movement, and in the cities hundreds of such displays appear every week.

Immediately following the breaking of diplomatic relations with Germany the MERCHANTS' RECORD AND SHOW WINDOW called on all its readers in the display profession to do their share in bringing our navy up to its full war strength by means of window displays. Since that time this office has received hundreds of excellent recruiting windows and we regret that all cannot be reproduced in the pages of this journal. However, following the practice inaugurated by us, we will continue to devote liberal space to the cause and are reproducing in this number several fine examples of what display men are doing for Uncle Sam.

The Brager Store, Baltimore, Md., has instituted what is called "Morning Talks on Patriotism." These little talks appear in the morning papers, the space

being purchased at the regular advertising rates.

Not only in the papers is this store devoting space, but in the store windows also. At present a splendid military display is set in one of the windows and another is given over to a recruiting station. The military display is shown herewith and some of the features are miniature American soldiers on march; artillery in action; moving battleships and submarines. Everything is electrically controlled, and at night the lighting effect is beautiful. Guns flash, searchlight rays roam over the battlefield, and the waving American flag is illuminated. Milton Hartman, display manager for the Brager Store, has been generously complimented on his wonderful work in arranging this display. He was assisted by F. Fant.

Chicago's most compelling and attractive recruiting window is now occupying the entire spacious Lyon and Healy window at the corner of Wabash avenue and Jackson boulevard, and was designed and executed by Mr. Stewart, display manager for the big store. The background is beautiful in red, white and blue, and navy colors of blue and gold. Directly in front is a large oil painting showing the Atlantic Fleet steaming into Hampton Roads. It is a most interesting painting.

Many utensils of war are to be seen, among them



DISPLAY BY MILTON HARTMAN FOR THE BRAGER STORE, BALTIMORE, MD.



MR. STEWART'S DISPLAY FOR LYON & HEALY, CHICAGO, ILL.



DISPLAY BY T. GUY DUEY FOR WURZBURG'S, GRAND RAPIDS, MICH.



Plate No. 4347. Army and Navy Display by W. O. Hackler for M. Goldwater & Bros., Phoenix, Arizona.

The background was painted by the display man, and represents a battleship in action. An electric flasher caused the big guns to spit fire at intervals, thus giving a realistic effect. In the window was placed a five-inch shell, powder can, an army dog-tent, two stands of army

rifles, canteens, ammunition belts, et cetera. Army and navy posters formed the major part of the display and a large silk American flag was kept waving by means of an electric fan. This display drew the attention of thousands and had a stimulating effect on recruiting.

being a twelve-foot Howell torpedo, which is attracting a big percentage of attention; used dynamite shells, three-inch shells, rifles, gattling guns and machine guns. On the right of the large American flag, in the background, are flags of Russia and Italy, while the colors of France and England have a similar position at the left. Scores of photographs, handsomely bordered with mahogany, are placed on small holders and stands about the floor. There are scenes of marine training in all its forms, and about twenty of Uncle Sam's biggest fighting ships are shown, each picture carrying full details as to weight, draft, guns, et cetera.

At the extreme right of the window on the Wabash avenue side stand the colors of the First Illinois Infantry, which were carried at the Mexican border during the summer of 1916. The photographs, flags, guns and torpedoes were furnished by the Navy Department and the Chicago department of the Navy League.

Another display reproduced here, the work of T. Guy Duey, display manager for Wurzburg's Dry Goods Company, Grand Rapids, Mich., is further testimony of the important part being played by the display men. As in most of the displays, "Our First Line of Defense" was prominently emphasized.

The background proper consisted of a water color scenic showing in a very powerful effect a superdreadnought flying the American flag, bursting forth in the foreground at top speed, which was partially lost in the smoke and spray and produced a wonderful feeling of strength. In the distance another dreadnought is distinguishable.

This scenic was outlined by a very elaborate architectural setting. One of the interesting features was

the sailor standing, presumably, on the pier, taking observation through the glasses. The suggestion of the pier showed the usual piles and coils of rope, etc. A large flag was draped from the background near the battle monster in a very forceful manner.

A few relics such as were used in the navy, together with a stock of regulation marine guns, also a model of the *Oregon* and a type of submarine chasers, and, to complete the whole, a number of pictures showing different branches of the navy and its many interesting features, were shown to excellent advantage. This display remained ten days and drew a continuous crowd during the entire period, and created a great deal of comment throughout the community.



Plate No. 4348. Display of Men's Apparel by Carl Hull for Varny Bros. Company, El Centro, Calif.

The color scheme of this display was carried out in pale blue and white and made a very rich appearance. Red and pink roses and apple blossoms decorated the lattice background. A large strip of white satin hung from the Japanese lamp at top center and pale blue lace was draped from the small stand in the foreground. The floor was in block effect of white and blue, in harmony with the rest of setting.

PRESIDENT, E. J. BERG, Omaha, Neb.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

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A. W. LINDBLOM
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D. B. BUGG
New York

CHM. EDUCATIONAL COMMITTEE

J. D. WILLIAMS
Cincinnati, O.

International Association of Display Men

A PROTEST AND SUGGESTION

I HAVE read the rules and conditions governing the annual contest of the International Association of Display Men and I herewith offer a friendly criticism of the makeup of classes, and at the same time suggest what in my opinion would be a better and fairer classification.

Without a semblance of peevishness or unfairness toward the members who drew up the rules, I do think that the men who specialize in men's furnishings display or are connected with men's furnishings stores should receive more consideration in the classes as arranged for this year's contest. In fact, the men's wear display man has not received, in my estimation, the consideration he deserves; and I had the same opinion for several years back. It is not too late to rearrange the classes or add more, whereby the men for whom I speak will have a better chance in the contest.

Class No. 7 calls for lingerie or muslin underwear.

If this means that men's underwear is included in this class, I see little chance for a men's wear display man to win, as it is almost impossible for him to successfully compete with the department stores, bearing in mind the many schemes and ideas easily placed by the department store display man. Likewise, I suggest that Class No. 34 should be divided into classes—one for department stores and the other for men's wear stores.

Class No. 11 calls for women's neckwear, but there is made no mention of such a class for men. Class 14 calls for underwear (knit). I would suggest that there should be a separation—one class calling for men's, one for women's. In class No. 18, calling for displays of men's shirts, I would suggest that neckwear be included; and in Class No. 20, which calls for shoes, I am of the opinion that it would be better to separate the women's from the men's.

The prize is given in Class No. 31 for the best



Plate No. 4349. Chinese Window by L. A. McMullen for Eastern Outfitting Company, Portland, Oregon.

This novel and striking display was in black and yellow, with yellow wisteria, Chinese lamps and bamboo poles used for decorations. The two Chinese figures in the background were cut from composition board and painted in high tone colors. The card in the foreground

was in Chinese and when translated reads, "Very pretty dress." The floor was covered with black plush velvet and strips of black plush were laid carelessly about the floor. This display drew great attention and was beautiful in its high colors.



Most Important Announcement

ever made by

THE KOESTER SCHOOL

We take pleasure in announcing to all the readers of the Merchants Record and Show Window the *consolidation* of the two greatest merchandising schools in the world.

The Koester School of Chicago and the Economist Training School of N. Y.

Our over twelve years' experience in teaching has demonstrated that Chicago is the place best adapted for the study of Window Display.

Chicago sets the pace in all Window Display matters. Its windows are the most wonderful in all the world.

Chicago is centrally located and means less expense in traveling for the greatest number of students.

The instructors in the Koester School are Koester graduates, who teach the Koester Method, and are the only ones having many years instruction experience.

The combined resources of the two schools are now at your service.

The KOESTER SCHOOL, 215 S. Market St., Chicago

Instruction Department of

The Dry Goods Reporter, Chicago; The Dry Goods Economist, N. Y.;
The Drygoodsman, St. Louis; The Pacific Coast Merchant, San Francisco.



holiday display of any line of merchandise. I contend that a similar prize should be offered for the best holiday display of men's furnishings. Class No. 33 calls for the best new drape. Why not give a prize to the display man in the men's-wear line who can submit a photograph of the most original drape or unit for men's wear? (A new way of handling any of the men's-wear lines, such as a new way to drape the coat and show the vest and trousers, or a new way to show a shirt or scarf.) It seems to me that Class No. 24 should also be divided into sections—one for department stores, one for men's-wear stores.

I believe that display men will agree with me when I say that the department store display man has a decided advantage over the men's-wear display man in this contest. It is very easy for the former to place elaborate settings, and he has many different departments to draw from. That branch of the profession that I represent must make displays that produce direct results and must sacrifice artistic arrangements for the more severe treatment that will bring these results, whereas, the department store display man is ever striving for highly artistic effects. Where he shows a profusion of flowers and other materials we can only show merchandise, and it is my belief

that in such contests the artistic setting has great appealing force to the judges.

It is a significant fact that I have yet to hear anyone say, when referring to the beautiful State street (Chicago) windows, "What beautiful dresses or shoes we saw in Blank's window." But we have heard the remark over and over again, "What wonderful settings Blank had in his window." I contend that such remarks are frequent and the points that appealed to the parties making such comment had also appealed in a like manner to many judges of display contests.

In conclusion I wish to reiterate the statement I made at the opening of this letter, wherein I said that this protest was made in a most friendly spirit and one which I believe will work for the betterment of the I. A. D. M. contest, and I sincerely hope that it will not be misunderstood by any member of the profession. I am a staunch supporter of the display man's profession and a hearty booster for the International Association of Display Men and any criticism or suggestion contained herein is proffered for the benefit of that profession and organization which I represent.

SAMUEL FRIEDMAN,

J. Blach & Sons, Birmingham, Ala.

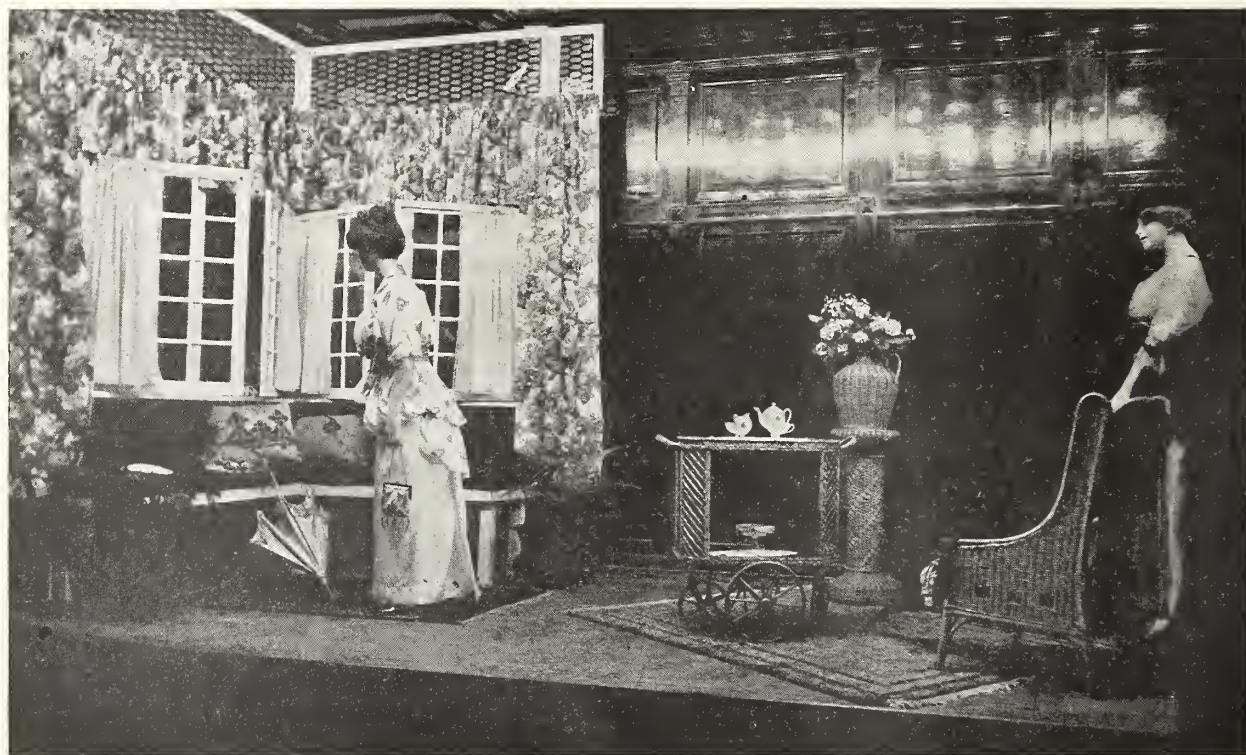


Plate No. 4350. Early Summer Display by P. H. Deitrich for Hager & Bros., Lancaster, Pennsylvania.

The arrangement and details of this window may be readily seen from this reproduction. A frieze was used in back of the windows and the flower boxes were filled with tulips, while jonquils were used on the outside of the windows. The draperies were of bright colored

cretonne. Two Turkish rugs were used on the hardwood floors. The permanent mahogany background was used. The excellent posing of figures and the richness of the gowns featured this display. This window attracted much attention.



A simple, complete system for retail stores

The Electrically Operated Cash Register

*Does fifteen necessary things
in three seconds.*

Simple to operate—saves
time.

Forces accuracy—gives quick
service.

The New National Cash Register Credit File

*Cuts out all bookkeeping of
Customers' accounts.*

No blotter—no daybook—no
customers' ledger.

Every customer's account bal-
anced to the minute.

Stops leaks—satisfies customers—increases profits in stores.

Old cash registers taken in part payment.

Every retail merchant should write us for particulars.

The National Cash Register Company, Dayton, Ohio

Cut out the coupon below and mail it to us today

Dept. 174. National Cash Register Co., Dayton, Ohio.

Please send me full particulars on Name_____

☐ latest model cash register.

☐ new N. C. R. Credit File. Address_____

GETTING READY FOR CONVENTION

Report From The Secretary's Office Concerning The 20th Annual Convention—At This Early Date A Big Attendance Seems A Certainty—Regarding The I. A. D. M. Contest

IT is none too early to talk about the coming convention to be held in St. Louis next August, and from the many reports I have already received, the indicator is high. I have received assurances from many men that reports at such an early date seem to point to the biggest and best gathering in the history of our association.

I have received letters from a number of the older members saying they would not miss it, and also have letters from quite a number saying they were going for the first time. So, summing it all up, I am sure our next convention will be another big success. It is not alone from the members that I judge, but many men who will exhibit are expressing great enthusiasm.

Big questions will be settled at this convention; the one of greatest importance will perhaps be the question of changing the date of the annual convention. We want the time most convenient for the holding of this event, the date that will bring the greatest attendance. It is understood that this year's date is a little late for the purchase of fall fixtures and decoratives and be assured of delivery in time for fall openings. This matter of changing the date is of great importance and should be voted upon when the attendance is at its height—say the second day of the convention. But this year the convention will begin on Monday, August 6th, and will close Thursday, August 9th. Do not forget the dates.

And about that big prize list. I will answer a number of inquiries I have received regarding it.

All members who have not won three first prizes in

all previous conventions may enter the limit classes. If you have won but two first prizes you can enter the limit classes. Second and third prizes are not to be considered in barring members from this new class. If you have won a dozen second prizes you can still enter the limit class.

No. The prizes are not as valuable in the limit class as in the open class. If they were, every new member or contestant would only enter the limit class. Thus we hope that those that are eligible to enter the limit classes will also enter in the open classes. You may enter the same display in both classes, but must have two photographs. One, however, will be returned to you.

Regarding the Championship.—All points you have won in the past three or four years count towards the 200 points. No one has 200 as yet. But with the increasing number of points in this year's contest there is a possibility of winning a full 200 points in one contest. This, however, will not entitle any one to a Championship unless he has won a few points in previous contests. The idea is to eliminate the possibility of some friend of the judges being favored in a special way. To win a Championship, the 200 points must be won under different sets of judges. That is fair, is it not?

Now get busy and prepare for this, the best contest ever conceived for display men. There are more classes and should be better competition.

P. W. HUNSICKER, *Secretary.*



Plate No. 4351. Bride Display by J. W. Turley for Brown, Thomson & Co., Hartford, Conn.

The background of this very attractive window was of dark mahogany frame with the panels covered with velour. The paper was in pastel yellow. Four large vases, two at either side of background, were filled with ferns and palms, while white roses adorned the fore-

ground. The bride was attired in white and carried lilies-of-the-valley. The bridesmaids were in pink and carried roses. The flower girls and ring bearer were in white. A rich plush velour rug was placed on the floor and beautiful laces were artistically draped.



PHOTO BY PAUL THOMPSON

1

2

3

4

5

6

DESIGNED, PAINTED AND PATENTED (APPLIED FOR) BY FRANCES STEVENS

WHO IS WHO IN DISPLAY

For Window or Counter. Let the Smart Set sell your styles. Hats and haberdashery, fascinating for either, if your shop has class. Snatch display novelties while they're hot. These are just out. Be the first to get the look from men who know. Hand painted in oil on expertly moulded papier mache.

Write for prices for one or more heads and other details

J. R. PALMENBERG'S SONS

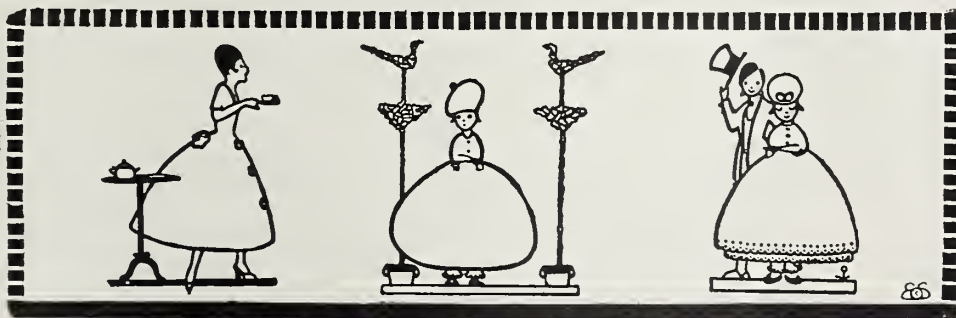
Established 1852

63-65 WEST 36th STREET, N. Y.
Factory 89 and 91 West 3d Street, New York

Boston Salesrooms
30 Kingston St., 110 Bedford St.

Pittsburgh 723 Liberty Ave.

Baltimore Salesroom
10 and 12 Hopkins Place



The Wanamaker Cuts Are Now Protected by Copyright

The Economy Service Company has secured the control of the John Wanamaker illustrations. Our clients are given the exclusive use of these cuts in their respective towns. They are now furnished as

an ADDITIONAL feature of our service.

The cuts that have made Wanamaker's advertising so effective will prove successful for YOU.

If our service is not already placed in your town we will gladly explain how you can secure the franchise for it.

Send the coupon and let us submit details.

Economy Service Company
231 West 39 St - New York City

Affiliated with the Dry Goods Economist

SEND THIS COUPON

(M)

THE MERCHANT AND THE CONVENTION

An Interesting Article By a Leader in the Profession in Which Every Merchant Is Called Upon to Send His Display Man to the Big Convention In St. Louis Next August

A few days ago the editor requested Clement Kieffer, Jr., display manager for C. A. Weed & Company, Buffalo, N. Y., and a leader in the display profession, to acquaint the former with any suggestion that would aid in making the 20th Annual Convention of the I. A. D. M. the best ever. Mr. Kieffer responded by forwarding the article which follows; and from it may be gathered the reason why he is such a valuable man to his employer and to the International Association of Display Men. It concerns the merchants primarily and is an article full of common sense suggestions.—EDITOR'S NOTE.

IT seems to me that every reader of the MERCHANTS RECORD AND SHOW WINDOW, every member of the International Association of Display Men, is very much enthused over the prospect of the convention to be held in St. Louis next August. However, it is not so much what would interest the display man that I wish to bring out, but the great benefit to the merchant who employs a display man. He is the individual of profits and it is for his direct success that the display men have organized and hold annual conventions. With the employer reaping the harvest due in no small way to the work of his display man, it behooves every merchant to send his display man to these conventions.

The better and more knowledge a display man can acquire through association, the more valuable he is to the store which employs him; and a man who receives but a single new idea from each man who gives a demonstration, that man's trip will have been paid for many times over. Further than that, he returns home full of the enthusiasm and energy that manifests themselves immediately and his windows give much proof of this enthusiasm.

Furthermore, to describe the myriads of fixtures, new flowers, backgrounds, *et cetera*, shown by the many manufacturers who occupy booth space at the convention and the knowledge gained therefrom would be an impossible task. This, coupled with the opportunity to visit the various stores in other cities and witness how business is conducted is indeed worth triple the original cost.

Merchants send their buyers into the open market in search of new materials and ideas; why should they not send that man who has it in his power to either make customers for the store or turn them away, to a convention where he, too, can get valuable ideas? This man is the Display Manager.

The men who will be on the program at this year's convention are leaders in the display profession, and men fully conversant with their subjects, and will be able to impart their knowledge so thoroughly that it cannot fail to leave at least one new idea.

So, Mr. Merchant, send your display manager to the convention of the International Association of Display Men, to be held in St. Louis next August, and remember my predictions regarding the result as it will be manifested through your window displays. Do not lose sight of the fact that the most successful stores are those that do not place any restrictions on the men who are incessantly on the alert for new ideas and suggestions whereby the stores will benefit.

CLEMENT KIEFFER, JR.

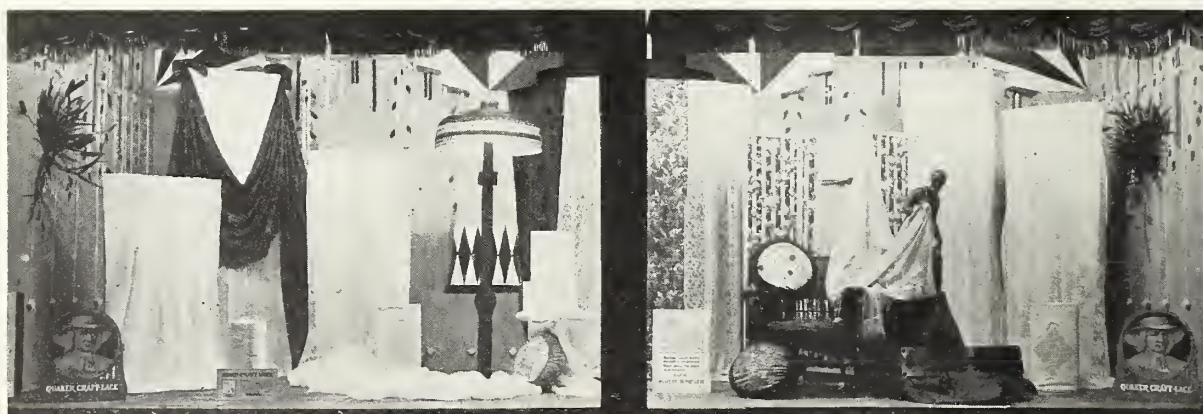


Plate No. 4352. Display by Walter L. Hueman for Ziesel Bros., Elkhart, Indiana.

The goods were displayed against an Egyptian scenic background, the conception of which is falling leaves. The decorations were in bright colors with the strippings, palms and cat-tails in deep green. A large hand-made reed lamp

occupied space in the center, it being in old ivory with a pale green silk shade. The setting was in pale green and the floor was black. This display was placed for Home-Craft Week and was a big sales producer.

A Trip to the Mountains



OW is the time to make up your Special Settings and Backgrounds and emphasize the fact that you have many articles of wear, sporting goods, vacation clothing, merchandise and accessories.

Vacation and travel time is almost here and thousands of persons anticipating a two or three weeks' trip will be in need of travel togs. Get out your line of Golf sticks, show your line of suitcases and place them in series of special **"Travel Week" windows**, and have us make up some **special settings** that will impress the public and remind them that summer is upon us.

Beautiful Settings made to order and for a purpose.

Always the **latest in ideas, best in quality and workmanship, and keenest in originality.**

Do Not Fail to Visit Our Show Rooms and Studio When in Chicago

THE BODINE-SPANJER CO.

Designers and Manufacturers of Decorative Backgrounds for Show Windows

Phone Diversey 2585

1160 Chatham Court, CHICAGO

To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St., and walk 1 block west to Chatham Court.

M. P. STAULCUP, Eastern Representative, 44 East 23rd Street, NEW YORK, N. Y.



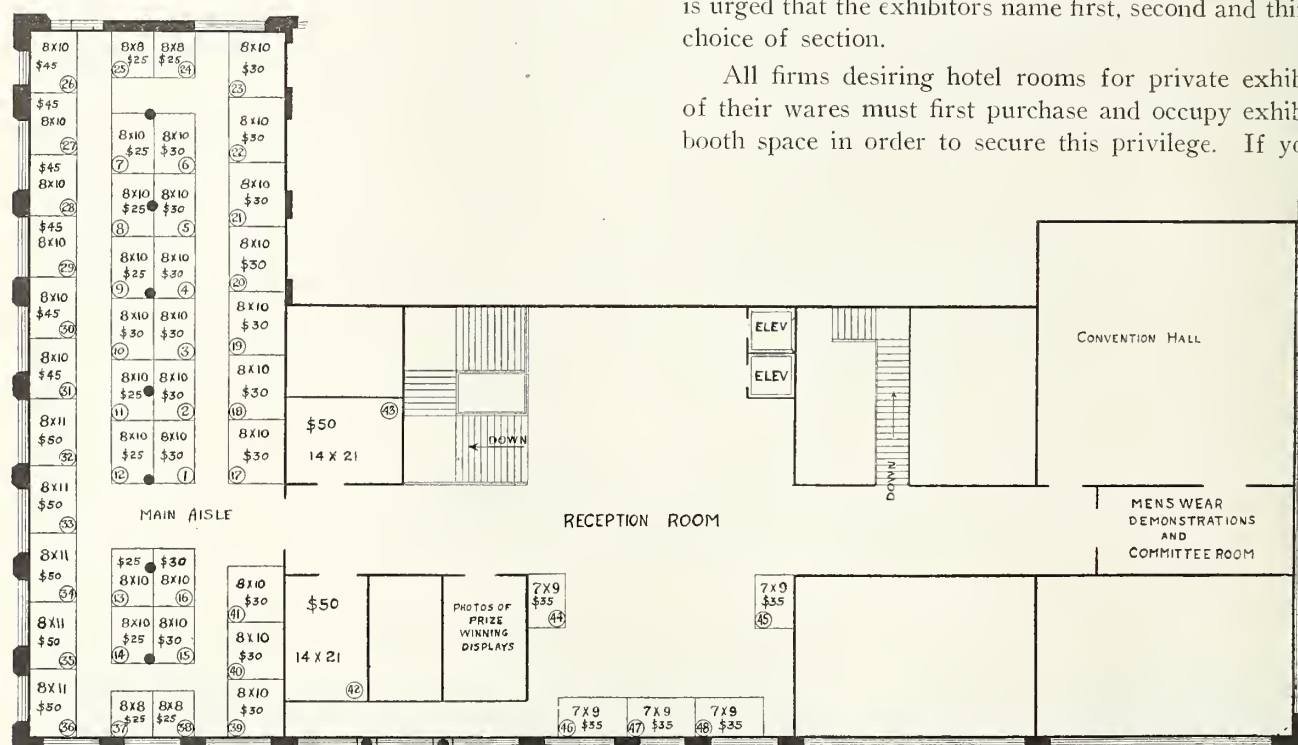
Diagram Shows Location, Size And Prices Of The Forty Nine Sections—Sixth Annual Store Equipment And Display Fixture Exhibition To Be A Big Feature At The I. A. D. M. Convention

The 6th Annual Store Equipment and Display Fixture Exposition will be one of the big, important and interesting features of the 20th Annual Convention of

The height limit for business signs and booth construction is 8 feet. Exhibitors are privileged to take possession on Sunday, August 5th, which will give ample time for placing their samples before the convention is called to order on Monday morning.

This notice is mailed to all firms likely to be interested so as to reach them simultaneously. Sections will be reserved by the committee as applications are received—in other words, first come, first served. It is urged that the exhibitors name first, second and third choice of section.

All firms desiring hotel rooms for private exhibit of their wares must first purchase and occupy exhibit booth space in order to secure this privilege. If you



From the very encouraging reports that are coming in, both from display managers and manufacturers, all indications point to the largest attendance of any of the previous conventions and expositions.

The available space for exposition purposes has been marked off by sections, which with the aid of temporary partitions will make them into booths. Price per section is designated on diagram, and includes the entire time of the convention. Each exhibitor furnishes his own partitions or framework. Attention is called to the fact that sections Nos. 26 to 36 are complete

desire to be represented at the largest gathering of display men ever held, and thus take advantage of this remarkable opportunity for publicity and sales, wire or write to the chairman, C. J. Potter, 231 West 39th street, New York City. A deposit of \$5.00 per section much accompany each reservation, the balance to be due and payable on July 15. The committee reserves the privilege to resell any booth space not paid for in full by that date.

Respectfully yours,

PROGRAM COMMITTEE,

C. J. POTTER, *Chairman.*

G. H. Lamberton, J. H. True, Horace Tracy, Orval Simpson, Walter Zemitzsch.

Indifference—



If you are ready to take the first step toward abolishing "INDIFFERENCE" in your store, write us at once.

Use the Coupon

THE GRAPHIC INSTRUCTOR

INSTRUCTION DEPARTMENT OF THE DRY GOODS ECONOMIST

231-241 West 39 St., New York.

A large department store, analyzing the reasons why 200 charge customers withdrew their accounts, found that 49 were due to "INDIFFERENCE" on the part of their SALESPeOPLE.

Lack of interest in their work accounts for most of the indifference in our stores.

An increased knowledge of merchandise and a command of better selling methods will do much to increase interest and stimulate the sales.

THE GRAPHIC INSTRUCTOR

Instruction Department of the

Dry Goods Economist

231 W. 39th St., New York City

We are interested in the new system of Salesmanship Instruction, and would like to have further particulars, without in any way obligating ourselves.

Name

City

No. of Buyers..... No. of Clerks.....



WASHABLE
ADJUSTABLE
INTERCHANGEABLE

Wax figures that are adaptable to the display of all classes of garments are the greatest assistance to the display man.

He can secure the best results with figures that are *adjustable* and *interchangeable*, because he can produce with them more variety in his displays.

Culver Wax Figures are all made with a view to their *practical* as well as their artistic value.

Illustration at the right shows one of our regular figures used for displaying bathing suits.

Note the *natural pose* and *graceful lines* of this seated figure.



Send for photos or if in
New York visit our Studios.

Irwin G. Culver Co., Inc.
60 East 8th Street
New York City

MOVEMENTS OF DISPLAY MEN

S. A. PORTER, formerly of Pittsburgh, Pa., is now display manager for The Stark Dry Goods Company, Canton, Ohio.

✕ ✕

J. JOHN A. CONYERS resigned his position in New York City, recently, to accept a berth with the Downing Dry Goods Co., Montgomery, Ala. He has charge of the window and newspaper advertising.

✕ ✕

L. J. MARICQ, formerly with Kaufmann's, "The Big Store," Pittsburgh, has taken a position with the Douthett & Graham Company, Butler, Pa. Mr. Maricq will handle the window decorating, advertising and card writing.

✕ ✕

J. JAMES A. GREEN, who has held positions with Ed Kean and E. S. Levy & Company, Galveston, Texas, has accepted a display manager's position with W. C. Munn & Co., Houston, Texas.

✕ ✕

C. CARL ALBERT, display manager for Bonwit, Teller & Co., and J. T. Toy, occupying the same post for Oppenheim, Collins & Co., both of Philadelphia, were visitors in New York recently.

✕ ✕

J. JACK BOYCE, display manager for Rosenheim Company, Pittsburgh, has returned to the Smoky City, after a vacation at New York and Atlantic City.

✕ ✕

W. KALENDAR, formerly display manager at the Martin store, Brooklyn, has resigned his position and opened a specialty store of his own on Fifth avenue, Brooklyn. He has been succeeded by Harry Precht, formerly assistant display manager for Saks & Co.

✕ ✕

E. EARL FAULKNER has accepted a display manager's position with the Goodman & Neill Clothing Company, Greeley, Colo. He was formerly located at Nyack, N. Y.

✕ ✕

J. C. WALTERS, formerly of Frankenberger & Company, Charleston, W. Va., is now employed by the Freundlick Company, Mansfield, Ohio.

✕ ✕

W. WALDO HIGGINS has accepted a position with the Krones Dry Goods Company, McAlester, Oklahoma. His previous connection was with Sam Frelich, Hugo, Oklahoma.

R. ROY B. WEITZEL, formerly with Rosen Bros., Muskegon, Michigan, has been made display manager for the two stores conducted by Wm. J. Schult & Co., Elkhart, Indiana.

✕ ✕

J. A. ROSENBERG has resigned his position with the E. B. Douglas Company, Miami, Florida, to accept a display manager's position with the C. H. Smith Company, Warren, Pa.

✕ ✕

C. CLIFFORD J. RANUM, well known among display men, has accepted a position with the A. W. Lucas Company, Bismarck, North Dakota.

✕ ✕

B. T. BAKER has accepted a display manager's position at Slater, Mo. He was formerly with M. Plant Company, Elgin, Illinois.

✕ ✕

T. THE TOGGERY COMPANY, INC., has opened a new store at Hayden, Arizona, and it is one of the finest in the vicinity. It has a large, modern arcade front with excellent displaying possibilities. Everything for the complete outfitting of men, women and children is handled in this new store. R. C. Reynolds, who was with the Toggery store at Mesa, Arizona, has been made manager of the new house.

✕ ✕

E. EDWARD DEUTSER, for four years with Fine Brothers, Laurel, Miss., has assumed charge of the window decorating and advertising departments for Graham-Sykes Company, Muskogee, Okla.

✕ ✕

A. J. EDGELL, president of the I. A. D. M., 1915-1916, is now conducting a display service of his own and has offices at 1358 Broadway, New York City. Mr. Edgell is an expert display man and has a large clientele among the national advertisers.

✕ ✕

S. A. BUSH, who has been with the Giant Clothing Company, Grand Rapids, Michigan, for several years, has accepted a position with the John Mockett Co., Toledo, Ohio. He will have charge of the display advertising.

✕ ✕

H. A. CHARLTON, who was formerly with the M. O'Neil Company, Akron, Ohio, and the Wells-Shannon Company, of Ithaca, N. Y., is now display manager for Scheildenfri's Department Store, Atlantic City, N. J.

Window Trimmers Wanted



Window by G. E. Wiles after only two lessons in draping. Gives a good idea of the equipment we have for our students. We have 20 windows for students' training and practice.



Window by P. Hughes after second lesson. The Ried Method is so easy and practical that you learn rapidly. Men without previous experience surprise themselves after a few lessons here.

Get This Training During Vacation

The expansion of the mercantile business in the past year has created a shortage of capable men to design and execute attractive window displays. We are constantly receiving requests for trained men from all parts of the country. Here is the opportunity for men without previous experience to get practical training in the largest exclusive school of window trimming in the world—under the immediate supervision of W. F. Ried—famous throughout America and Europe as the creator of artistic merchandise displays that sell the goods.

Spend your vacation here and be ready for bigger pay in the fall.

Big Demand For Trained Men

Men trained under Mr. Ried are in demand. The Ried method of practical training and practice is everywhere recognized as the standard. Mr. Ried has the endorsement of America's greatest merchants. He has held positions as Display Manager of Wanamaker's, Pittsburgh; Hamburger & Sons, Los Angeles; Cohen

Bros., Jacksonville; Famous & Barr, St. Louis; Selfridge & Co., London; Kaufmann & Baer, Pittsburgh; Harzfeld's Parisian, Kansas City, and other well-known institutions. The Ried Method is practical because you learn by doing. It is complete because it is all embracing and comprehensive.

\$25 To \$50 Per Week

—that's what you can earn if you have the practical training as devised by W. F. Ried, originator of the Ried Method. The work is fascinating—the hours are short. As a window trimmer you have the opportunity to learn merchandising values, to broaden and become a valuable man in any mercantile organization and to gradually work your way to the top or to go into business for yourself. A few weeks here in this practical school will fit you to step into a good paying position.

The Ried Method of Practical Window Trimming is all simple. Only a few short weeks to complete the entire course. You learn everything—from the simplest displays to advanced draping—no previous experience needed.

\$50 SCHOLARSHIP FREE! For a limited time, students enrolling for the complete course in Window Trimming will be given free scholarships for complete course in Show Card Writing. The value of this instruction is \$50.00. If you act at once, you will get the benefit of this valuable instruction without additional cost. It means you command from \$10 to \$15 more per week.

Send For Beautiful CATALOG! Drop a postcard for our latest catalog—a work of art, now ready for mailing. Beautiful engravings showing wonderful examples of window trimming, prize window displays, views of the Ried Window Trimming Institute, etc. Send at once.

More Fixtures, Backgrounds, Vases, Statuary, Pictures, Art Furniture, Art Screens, Chinese Screens, Wax Figures, Decorative Foliage and Merchandise than all other similar institutions combined.

THE RIED WINDOW TRIMMING INSTITUTE, Inc.

(Largest Exclusive Window Trimming School in the World)

Dept. MR5.

Grand Ave. and 22nd St.

Kansas City, Mo.

Window by L. J. Erwin, displaying Art Linens. Mr. Erwin had no natural talent to begin with. This window was designed after his very first instruction. Training under W. F. Ried is an invaluable advantage.

Window by M. Wilhite after two instructions in draping. Our graduates are in demand because merchants want men with proper training—men like Mr. Wilhite. We have more equipment than any other school in the world.

Window by S. Homer Babin after only two instructions. Note the artistic and effective arrangement. It is displays like this that bring lasting success to graduates of the Ried Window Trimming Institute. Spend a few weeks with us and get bigger money.



ASKED AND ANSWERED

Cinderella Slipper Contest

Merchants Record Company,

Ask and Answered Dept.

Gentlemen:

Some time ago I noticed in the MERCHANTS RECORD AND SHOW WINDOW an article concerning a "Cinderella Slipper Contest" as conducted by a store in Richmond, Virginia. I have lost or mislaid the issue in which I saw the article so write to you for full information regarding same.

Assuring you of my kind appreciation for the favor and hoping to see the scheme published in the next number of MERCHANTS RECORD AND SHOW WINDOW, I am

RETAIL MERCHANT.

Answer—It would necessitate a full page to print all the rules governing this contest, and as we cannot do that in this number we are forwarding you under separate cover details desired.

✂ ✂

Patriotic Displays

Editor MERCHANTS RECORD AND SHOW WINDOW, Chicago, Ill.

Would you kindly inform me through the Asked and Answered column whether patriotic displays, such as recruiting windows, displays made on the occasion of the anniversary of the birth of some hero or statesman, are eligible for the monthly prize contest conducted by your paper? If not I would like to suggest that you set aside one month in the near future for contest photographs of the above nature. Hoping to see his question and its answer in the May issue of MERCHANTS RECORD AND SHOW WINDOW, and thanking you, I am Yours very truly,

CONSTANT READER.

Answer—All photographs of window displays are acceptable under the rules governing the Monthly Contest conducted by this journal. If such was not the case we would gladly put your suggestion into working effect.

✂ ✂

Cotton Balls

Editor MERCHANTS RECORD AND SHOW WINDOW:

As a subscriber to your valuable magazine, I ask you to tell me through your Asked and Answered Department where I can buy the natural cotton grown branch or cotton bolls often used in white sales? I have had difficulty in getting these and feel sure that you can suggest a reliable source. Trusting that I will see the answer in the next issue of the MERCHANTS RECORD AND SHOW WINDOW.

DISPLAY MANAGER,
Baltimore, Md.

Answer—Refer you to any of the dealers in artificial flowers or window decorations advertising in the MERCHANTS' RECORD AND SHOW WINDOW. Try Frank Netschert Company, 61 Barclay St., New York, or J. Harwig Company, 24 W. 30th St., New York. Ezra Johnson of Bowdoin, Ga., makes a business of gathering and selling cotton bolls. Perhaps you can buy from him direct.

Preparing Canvas

MERCHANTS RECORD AND SHOW WINDOW—To the Editor:

Will you kindly inform me through your Asked and Answered Department how to prepare canvas for oil painting? I find it difficult to purchase the prepared canvas and I am anxious to learn how to prepare it myself. I gain much valuable knowledge through your new department and find it very interesting. Thanking you, I am, Yours truly,

PAINTER.

Answer—First clean the canvas thoroughly, removing all dust or foreign substances, then apply a thin coat of blue size. Over this use white paint and the canvas is ready for the oil colors.

✂ ✂

Imitation Gold Varnish

Editor MERCHANTS RECORD.

Dear Sir: Some time ago I heard a display man say that he varnished brass so as to imitate gold. Do you know of any such preparation or formula for the same? I look forward with eagerness the coming of your journal each month, and I trust you will record my question and print the answer in the next issue of the MERCHANTS RECORD AND SHOW WINDOW.

Answer—An excellent gold varnish used for brass objects may be prepared in the following manner: Gum lac, in grains, pulverized, 30 parts. To this is added one part of dragon's blood; one part of red sanders wood, ten parts pounded glass and 600 parts strong alcohol. When sufficiently macerated, filter.

✂ ✂

Making Stencil Inks

To the Editor.

Will you kindly inform me through the Asked and Answered department of the MERCHANTS RECORD AND SHOW WINDOW how stencil inks may be made?

H. MORRILL,

Medford, Mass.

Answer—Dissolve one ounce of gum arabic in six ounces of water and strain. This is the mucilage. If back color is desired use a drop of black, powdered and ground with the mucilage to an extreme fineness, if blue is desired color ultramarine is used in the same way; for green, emerald green; for white, flake white; for red, vermilion, lake, or carmine; for yellow, chrome yellow. If ground too thick the addition of a little water will thin them.

✂ ✂

You Are Eligible

To the Editor MERCHANTS RECORD AND SHOW WINDOW:

Dear Sir:—I am a display man employed in one of the largest dry goods stores in Canada. Would you kindly inform me whether I am eligible to enter photographs in the annual and monthly contests?

J. P.,

Montreal.

Answer—You are eligible and most welcome to submit photographs to the MERCHANTS RECORD AND SHOW WINDOW for all the contests conducted by this journal.

HARDWARE WINDOW DRESSING

¶ We have just issued the only book ever published on window dressing for the hardware store.

¶ It is a book that will make a lot of money for any hardware store.

¶ Everyone knows that advertising pays. Window advertising is the best and most direct form of advertising.

¶ This book tells how to make your windows pay big dividends. It tells how to display everything carried by a hardware store, from stoves and ranges to safety razors.

¶ It tells how to make your own fixtures and put in money making displays at no cost whatever. It also tells just how to put in elaborate displays for special occasions.

¶ This is not a theoretical work containing the opinions of one man only. It is a collection of the best ideas of the most expert window dressers in the hardware trade with specimens of their best work.

¶ These men have contributed their experience covering every phase of hardware display. This volume therefore represents the sum total of information on the subject.

¶ Every step is explained in detail not only in words but by diagrams and illustrations. There are more than 200 reproductions from photographs showing splendid displays of all kinds of hardware adapted to all kinds of stores and all kinds of windows from the largest to the smallest.

¶ Anyone can follow the directions in this book and put in money making window displays. No experience is necessary. The descriptions are so simple that any clerk can follow them.

¶ The price of the book is \$2.50 prepaid and the first window display put in will pay for it a dozen times over. The price in combination with one year's subscription to the Merchants Record and Show Window is \$4.00. Subscriptions advanced from any date. Our name is a guarantee that "Hardware Window Dressing" is all and more than we claim for it.

THE MERCHANTS RECORD CO.
431 S. DEARBORN STREET, CHICAGO

2 Big Surprises

No. 1 Special Offer—
strictly limited—too big and too important to make on this page. Write for details today.

No. 2 See this space next month.

Bert L. Daily

Advertisers Bldg. Dayton, Ohio

One Hundred Good Men's Wear Displays

How To Get This Book Free

A collection of 100 fine half-tone engravings of Clothing and Haberdashery Displays. Selected from the best that have been published in recent monthly issues of *Merchants Record and Show Window*, and contributed by the leading decorators of the world. Issued in book form and printed on high grade enamel paper. Size of book 9x12 inches. Sent prepaid to any address upon receipt of \$1.00.

We will send free, charges prepaid, a copy of this book to any one, not already a subscriber, sending us \$2.00 for a new yearly subscription (twelve issues) to *Merchants Record and Show Window*. If already a paid up subscriber, send us \$2.00 and the name of a New Subscriber, and a copy of above book will be sent you free. Book must be requested at same time subscription is ordered.

Merchants Record and Show Window is the acknowledged authority on Window Dressing, Show Card Writing and Store Advertising. Issued monthly, \$2.00 a year, 25 cents a copy. Foreign rate \$3.00 a year.

ADDRESS

MERCHANTS RECORD & SHOW WINDOW
431 S. Dearborn Street, CHICAGO

BANQUET AT GRAND RAPIDS

MEMBERS of the Grand Rapids Display Men's Club, with their wives and sweethearts, enjoyed a sumptuous banquet, Wednesday evening, April 4th. It was held at the Y. M. C. A. and was followed by a very enthusiastic meeting and educational program.

T. Guy Duey, president of the organization and display manager for the Wurzburg Dry Goods Company, presided and opened the program with a very interesting talk on the importance of "Co-operation in Display." He said in part: "This is an age of co-operation. There is plenty of proof of this fact in the many great organizations which have been formed for the purpose of adding greater efficiency to their purpose."

"The many political, civic and business clubs and associations of a national as well as of local caliber, have done wonders toward improving the efficiency and service in their particular branch. All men co-operate for mutual benefit."

He emphasized the need of greater co-operation among display men and display managers. "By combined efforts and knowledge, we can create a greater demand for better displays and better display men in direct proportion to their means and purpose," he said.

"Thus we can hope to elevate the standard of displays and expect to arrive at a logical expression of a store's ideals."

Richard Smith followed the president and rendered several vocal selections, all of which were well received. Professor John S. Muyskins was next on the program and the text of his talk appears on another page of this issue.

Carl H. Fast, president of the Fast Systems Company, Chicago, spoke on "Visualizing the Story of the Store," and laid great stress upon efficiency through system and service. Mr. Fast's talk was very instructive and interesting.

At the conclusion of the program a flashlight was taken and then the entire party enjoyed a theatre party at the Majestic Gardens.

For Our Advertisers

Blick's New Catalog

This trade mark is familiar to hundreds of SIGN and SHOW CARD WRITERS throughout the United States and Canada. It will direct you to the announcement of DICK BLICK, GALESBURG, ILLS., elsewhere in this issue telling about their new 1917 catalog, which will be mailed FREE to all readers of THE MERCHANTS RECORD AND SHOW WINDOW, on request.



Takes Over Economist School

The Koester School of Chicago has just bought the Economist Training School of New York, and thus these, the two greatest merchandising instruction institutions in America, are consolidated in Chicago.

This consolidation greatly increases the facilities for teaching, gives unusually complete equipment, and by combining the courses of instruction, naturally makes the most complete assembling of instruction possible, and this new arrangement specially increases the strength of the salesmanship and advertising courses.

The central location of the Koester School and the fact that it is in Chicago, which is the leading exponent of window display in the world, makes the Koester School the most logical one of the schools to operate and continue this greatly improved and enlarged institution.

Naturally, the increased size of the school will open up unusual opportunities for the ambitious young man to get the most complete instruction ever attempted. The prices of all the courses remain the same.

All window display men and card writers will be interested in knowing that on account of this consolidation, the Koester School has added to its staff Mr. Carl F. Meier, recently with Simon Landauer of Davenport, Ia. Mr. Meier will be remembered as having won first prize in show card events two years in succession at the window display conventions and has often captured prizes in the show card departments of the MERCHANTS RECORD AND SHOW WINDOW contests.

✕ ✕

Schack's Floral Parade Book

The Schack Artificial Flower Co., have just issued their New Floral Parade Book, and a more interesting, instructive and altogether helpful book on the subject of Floral Parades would be difficult to find.

This new book is, without doubt, the best they have ever published on decorated floats, autos and vehicles of all kinds. It is especially recommended to the displayman, who wants to pick up some extra money decorating floats, etc., for civic parades of all kinds. Schack's New Floral Parade Book contains 16 pages, and over 400 illustrations, showing and describing the largest and best collection of decorated autos and floats, which have appeared in floral parades during the past three years, many of them being prize winners.

The illustrations are fine and clear and will prove a "thought starter" for your floral parade decoration. This book will be sent free for the asking. Just tell them you read all about it in the MERCHANTS RECORD AND SHOW WINDOW.

Your request addressed to the Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago, will bring this book to you without cost.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Merchants Record and Show Window, published monthly at Chicago, Illinois, for April 1, 1917. State of Illinois, County of Cook, ss. Before me, a notary public in and for the state and county aforesaid, personally appeared George H. Lamberton, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Merchants Record and Show Window, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to-wit: 1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, The Merchants Record Company, 431 South Dearborn St., Chicago, Ill.; editor, James W. Foley, 431 S. Dearborn St., Chicago, Ill.; managing editor, George H. Lamberton, 431 S. Dearborn St., Chicago, Ill.; business manager, George H. Lamberton, 431 S. Dearborn St., Chicago, Ill. 2. That the owners are: Jos. F. Nickerson, 431 S. Dearborn St., Chicago, Ill.; Helen C. Curtis, Oak Park, Ill.; George H. Lamberton, 431 S. Dearborn St., Chicago, Ill.; Charles A. Ward, 31 W. Lake St., Chicago, Ill.; H. C. Maley, 1818 E. 71st Pl., Chicago, Ill. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None. 4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

George H. Lamberton. Sworn to and subscribed before me this 23d day of March, 1917. Samuel E. Childs. (My commission expires Nov. 4, 1920.)

[Seal]



You Can't Do Good Work with Poor Tools

Paasche Air Brushes Best Obtainable All Leading Show Card Writers — Display Men Use Them Made in All Sizes for All Kinds of Work Permits Use of Colors (all kinds)

USE CUP OR BOTTLE.

One of Our Many Popular Models

Special Sales That Are Successful Depend on ATTRACTIVE DISPLAY MATTER

PAASCHE Famous 3-in-1 AIR BRUSHES

Make It Possible for You to Produce Best Results Due to Their Wide Range, Speed, Durability, Efficiency

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EVERY BUSINESS MAN WILL TELL YOU

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal

Illustration shows actual size of three smallest widths made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1917 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl Street, NEW YORK



SWAMPED WITH ORDERS 478 RECEIVED TO DATE

Use NUENAMEL for Cleaning and Refinishing Flesh Enamel Display Forms

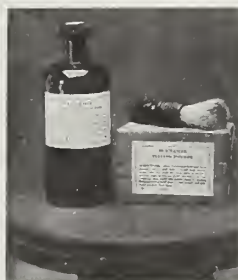
No other preparation will produce the same dull flesh finish.

When your enamel forms become soiled it is important to use the proper materials to clean and refinish the enamel surface again. Soap and harmful chemicals will leave a glossy surface, also cause the enamel to crack or peel off. Eventually ruin the entire form.

NUENAMEL IS THE ONLY PREPARATION WHICH WILL PROPERLY CLEAN THE ENAMEL, ALSO PRODUCE THE SAME DULL FLESH FINISH AS WHEN THEY WERE FIRST PURCHASED FROM THE MANUFACTURER.

Any person can do the work. Less than one minute required to clean and refinish each form.

Successfully used by all leading stores everywhere.



Outfit with directions ready for immediate use.

ORDER OUTFIT BY NUMBER ONLY	
No. 1. Outfit to clean and refinish 100 forms	\$1.75
No. 2. Outfit to clean and refinish 200 forms	2.50
No. 3. Outfit to clean and refinish 300 forms	3.50
No. 4. Outfit to clean and refinish 500 forms	5.00

NUENAMEL is made expressly to clean and refinish flesh colored enamel forms. No other preparation will produce the same dull flesh finish.

Sold by leading fixture houses or Drug Stores, or direct from factory.

Harrisburg Wax Figure Renovating Co.

335 Crescent St.

Harrisburg, Penna., U. S. A.

Send for free sample outfit. Use firm's stationery.

Blick's Famous "Master-Stroke" Brushes and Supplies

WE have just issued our new 1917 catalog which tells all about these Famous Brushes and Supplies now offered at

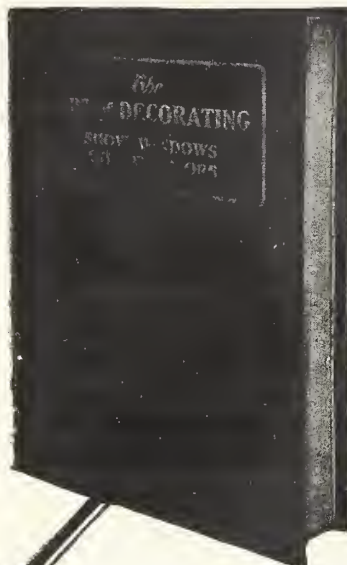
"BEFORE THE WAR" PRICES

WRITE RIGHT NOW FOR YOUR COPY
Mailed Free. Address

Dick Blick, Galesburg, Ill.

and ask for Catalog M-5.





The ART of DECORATING Show Windows and Interiors

This book is not the work of one man but is compiled from information furnished by more than one hundred of the leading window dressers of America.

410 PAGES (7½ x 10½)

of solid information on every subject pertaining to window dressing and store decoration.

If you want to know the latest and best methods of Displaying Every Sort of Merchandise you will find this book indispensable.

THERE ARE 618 ILLUSTRATIONS including special backgrounds, mechanical displays for all occasions, special feature displays for every season and every occasion. Diagrams and working drawings show how to build all kinds of mechanical and electrical displays.

The following are a few of the subjects treated of fully in this book: How to plan displays and select goods—How to construct frame work—How to drape—How to create perfect backgrounds—How to paint scenic backgrounds—How to make your own fixtures and use them—How to decorate for all national holidays—How to trim ledges and interiors—How to make plaster casts—How to clean and repair wax figures—How to make decorative flowers—How to do hundreds of other things in connection with store decoration.

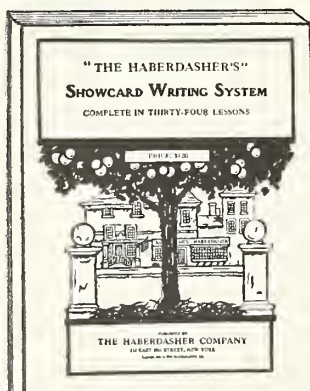
There is no other book like this. It is of the utmost value to the merchant or decorator. It is indispensable to the most experienced trimmer as well as the beginner.

Price \$3.50 a Copy Shipped, Prepaid, anywhere upon receipt of Price

SPECIAL COMBINATION OFFER For \$5.00 (Foreign countries, \$6.00) sent us, we will ship prepaid a copy of this popular book and will give you a receipt for one year's paid subscription to Merchants Record and Show Window. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer AT ONCE.

THE MERCHANTS RECORD CO., 431 S. Dearborn Street
CHICAGO

Always send Draft or Money Order (not Check) when ordering.



94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases

\$1.00

The Latest Book on Show Card Writing for the Retail Store

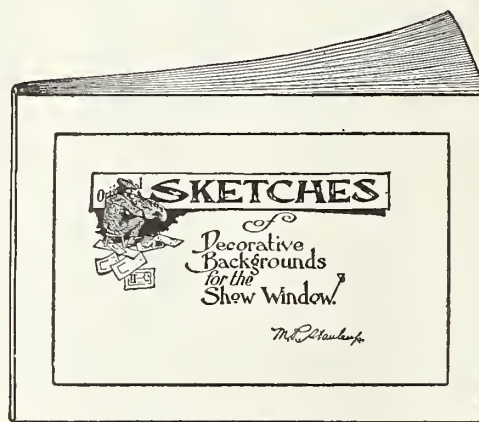
This book, just off the press, is specially written to be used by the card writer in retail stores. The authors are A. E. Hurst and C. J. Nowak, two of the best known men in this field. The book thoroughly covers the subjects of equipment, and gives all the latest ideas of interest to the card writer. Experts say that this is the best book, in the field, ever made to sell for \$1.00. Every man interested in show card writing for retail stores will get a big lot of help from this book.

Ask for the *Haberddasher's Show Card Writing System*

PRICE **1⁰⁰** PREPAID

The Merchants Record Co.
431 So. Dearborn Street, Chicago, Ill.

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

This Man Writes:

"It's a Bird of a Brush"

Read what his letter contained:

"It certainly is a bird of a brush, would have nothing else; I think it is second to none and I sure am well satisfied with my purchase in every respect."

Practical Air Brushes are used everywhere.

Let us have your order now.
You can use Metal color cups or Bottles
No. 1, \$7.00



Economy Mfg. Co. (Not Inc.)

Patented March 6, 1917

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A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window back-grounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces. In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19th St. & 4th Ave. NEW YORK



Creators of the Newest Ideas in

Valances and Panels

Austrian Drape Shades a Specialty

Write today for our catalogue and prices

THE WINDOW DECORATIVE WORKS

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THE MERCHANT

who wants to make his advertising more effective should read *The Advertising World*—a magazine of great help to the retail advertiser. \$1 the year—and will pay for itself. A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD

Dept. M. R., COLUMBUS, OHIO

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages
Bound in Cloth

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By FRANK FARRINGTON

A Companion book to *Retail Advertising Complete*
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

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Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

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Book Department. 431 So. Dearborn St., CHICAGO

USE OUR

"RELIABLE SECONDS"

IN

SHOWCARD BOARDS

(WHITE AND COLORED)

AND SAVE MONEY

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DOUGLAS WRAY PAPER CO.

INCORPORATED

Largest Exclusive Dealers in
Reliable Seconds in Cardboards

PRINTERS BUILDING

CHICAGO

The Art of Decorating Show Windows and Interiors

is full of just the practical plans and ideas that Merchants and Decorators want when getting up Decorations for any season or occasion. A Big cloth bound book—over 600 illustrations.

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All Charges Prepaid

The Merchants Record Co., Publishers
431 So. Dearborn Street, Chicago

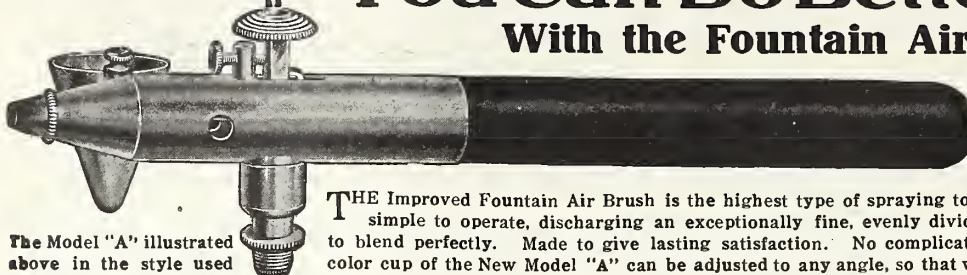
Adjustable Reflector for Show Windows

Especially designed for use with the Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

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517 Jackson Boulevard, Chicago



You Can Do Better Work With the Fountain Air Brush



The Original Pencil-shaped Air Brush

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS



Good brushes and supplies do not "just happen." They are the result of years of study and work on the part of the makers. Then there are a lot of makers who make cheap, inferior stuff. We have spent a life time searching out the best brushes and materials. We know what is required and our one aim has been to make price represent quality. Regardless of price you always get the best.

Send Trial Order— Know for Yourself

What we want to do is to get you to try our line of Strong Supplies. Practically every one who does becomes a permanent customer. Our Mail Order Business is very large and we can easily serve you. Tell us the work you do—we will send the right brush or materials. Try us. Let us send you our school catalog.

Detroit School of Lettering

1805 D. S. of L. Bldg., Detroit, Mich., U.S.A.

SHOW YOUR PATRIOTISM

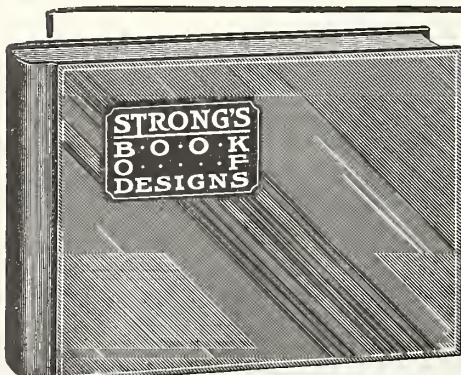
Do you know that
**D. & S. Background
Papers and Novelties**
are the ideal SALES PRODUCERS? Your window attracts with our papers and novelties, due to the fact their distinctiveness is compelling.

Complete line of Shields, Eagles, Wilson Placques, Red White and Blue Stripe papers, Pedestals for PATRIOTIC DISPLAY.

Just what you have been looking for.

Send for Catalogues.
Dept. "M"

**Doty & Scrimgeour Sales
Co., Inc.**
74 Duane St. NEW YORK CITY



Handsomely bound Leatherette Cover. Size of cover 8½ x 10½, lettered in gold.

STRONG'S BOOK OF DESIGNS

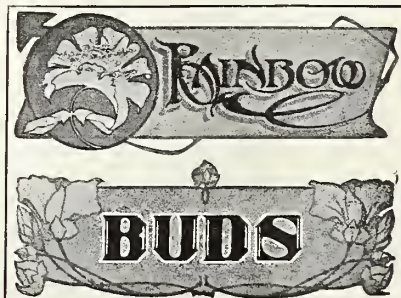
A Masterpiece of Ornamental Art,
Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone:—Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over \$4,000. They are printed on finest enamel paper.

The price of Strong's Book of Designs is only \$3.50 Shipped Postpaid on Receipt of Price.

THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.



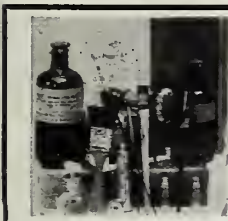
Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED—Expert advertiser, display manager and expert card writer. Twelve years retail experience. Now employed in Minnesota. Married. Age 28. Salary \$35.00 per week. Desires personal interview. Address Box 299, care Merchants Record and Show Window.

ARE YOU AN UP-TO-DATE, LIVE-WIRE WINDOW TRIMMER or salesman of clothing, shoes or dry goods? If so, correspond immediately with the Business Men's Clearing House, Denver, Colo., and get a desirable position.

FOR SALE—Beautiful backgrounds and furniture used once during our opening of new store. 50 Japanese trees in black and gold tubs will be sold cheap. If interested, for further information, notify A. Livingston & Sons, Bloomington, Ill.



With This Complete Outfit You Can Clean and Retouch Your Own Wax Figures Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.
 Outfit without formula - \$3.00
 Outfit including formula - 5.00
 Harrisburg Wax Figure Renovating Co.
 Catalog Free, 335 Crescent Street, Harrisburg, Pa.

DECORATIVE SCENIC PAINTINGS

FOR STRAW HAT AND PALM BEACH SHOWINGS

Send measurements—we will furnish Color Sketch with estimates
 BER-ZER STUDIO Dayton, Ohio

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes
 Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

If you want your

Wax Figures

Repaired or Refinished

Choose JULIUS BLUMENTHAL.

1548 Wells Street :: Chicago, Illinois

It gives you that satisfied feeling that money is well spent

Also Restrung Display Dolls.

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431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription \$2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, \$3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of \$3.50.

money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of \$2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of \$2.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays illustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of \$1.50.

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"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year	4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year	4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add \$1.00 to "Special Combination" prices where \$3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

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"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.

"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.

"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

"100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

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KOESTER SCHOOL BOOK OF DRAPING



By
GEO. J. COWAN and WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping	Furniture as Draping Fixtures	Panier Drapes
How to Handle Goods	Vase and Basket Drapes	Flanelette Drapes
Color Combinations in Draping	Flower Drapes	Children's Form Drapes
Displaying Wash Goods	Use of Accessories	Wax Figure Drapes
Examples of Early Drapes	Drapes for Tailors	Waist Form Drapes
Complete Window of Early Drapes	Draping on Forms	Skirt Form Drapes
Later Examples of Early Drapes	Early Shell Form Draping	Live Model Drapes
37 Lessons in Draping	Finishes for Tops	The Evolution of a Drape
Cylinder Drape	Directoire Shell Form Drapes	Small Town Drapes
Slab Drape	Hipless Drapes	How to Lay Out Complete Windows
Novel Drapes	Panier Drapes	Background Draping
Mummy Drapes	Full Form Drapes	Interior Draping
Box Drape	Sheath Drape	German Drapes
Louis XVI. Drape	Directoire	English Drapes
Wall Drapes	Miscellaneous Form Drapes	Australian Drapes
Complete Wall Drape Windows	Arm Form Drape	Danish Drapes
Bolt Drapes	Three Forms in One	Japanese Drapes
	Mermaid Drapes	Over 100 Complete Windows
	Evening Gown Drapes	Fashion Doll Drapes
	Comic Draping	

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help. This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of \$3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago



—found! the BOOK that tells you the
HOW for every Retail Advertising
problem of *your* store

This large book (one of the largest Advertising books published) of nearly 500 pages is devoted exclusively to the subject of Retail Advertising. Other books are of little value to merchants because they treat on general advertising, having to do with Advertising Agencies, National Advertising for Manufacturers and Jobbers, etc. What you want is a book designed for your use—and this is what we give you.

500 Different Subjects

Among them the following: Ad Building, Advertising Ideas, Words to Use, Use of Prices, Displaying Items and Prices, Preparing Advertising Copy for the Printer, Use of Type, Use of Illustrations—advertising every department of the store (a chapter devoted to each department), How to Get Assistance from the Local Papers, Advertising for Each Month of the Year (a separate article for each month), Season Advertising (an article for each season), General Advertising (Booklets, Circulars), Newspapers, Bill-boards, Show Windows, Delivery, Classified, Educational Features, Co-operation, Honesty in Advertising, Individuality, Schemes, Premiums, Street Car, Mail Department, How to Write Advertising, How Much to Spend, Bookkeeping and System, Catalogue Making, Advertising Your Town, Special Sale Advertising, with examples, Correspondence, Competition, Describing Items, Interior Display, Card Writing, Headlines, Humor in Advertising, etc.

1000 Advertising Phrases

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Will Increase Profits

Every store must do some advertising. Every store should have this book, as it will answer any question which may come up relative to the store's advertising. It is a complete reference library, fully illustrated. This entire volume is devoted exclusively to the subject of Retail Advertising. Bound in full cloth, sent postage prepaid any place in the United States (money must accompany all orders).

Only
\$2.00

Book sent prepaid to any address upon receipt of price. **MERCHANTS RECORD & SHOW WINDOW, CHICAGO**



Show Window Valances

The best valances in your town probably bear the Curtis-Leger Label.

Let us quote net prices for your store front.

Send rough sketch and dimensions of your windows and we will mail valance illustrations in full colors.

There is no charge or obligation.

Three Seasonable Forms

(See Descriptions Below)

Many more equally attractive models are shown in our new catalog.

Ask for your copy.



No. 6099

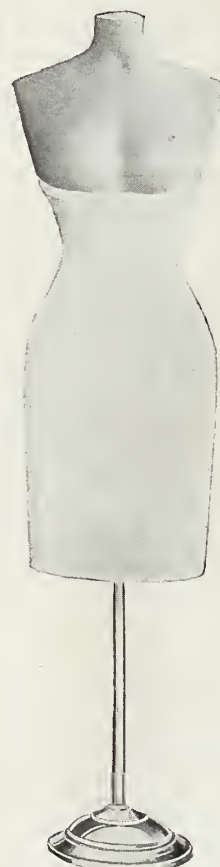
Bathing Suit and Lingerie form with flesh colored bust and legs. Body is jersey covered. Form is securely supported by inconspicuous brace rod. This is one of this season's most popular figures.



No. 7600

"Componamel" Waist form has delicately moulded flesh colored bust and jersey body. Mounted on square Eiffel base and extensible standard.

Finish of this form will not crack or peel.



No. 7607

"Componamel" costume form with flesh colored moulded bust and jersey body. Mounted on 10 1/2 inch highly finished base and extensible standard.

"Componamel" forms do not crack or peel.

Curtis-Leger Fixture Co.

237 Jackson Blvd.
CHICAGO

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO



No. 253
Dress Form

The reason why you can buy **NORWICH FORMS** with great confidence

BECAUSE they are made and backed up by the NORWICH guarantee.

BECAUSE their styles and shapes are absolutely correct in every way.

BECAUSE your ready to wear garments will fit perfectly.

Let us prove these three points to you as we have done for many others.

When in New York or Boston visit our salesrooms where a complete line of Display Equipment can be seen.

Our latest Catalogue sent on request

Norwich Nickel & Brass Co.

Norwich, Conn.

New York
712 Broadway

Salesrooms

Boston
26 Kingston St.



No. 257
Custom Form

Compo-Board for Back- Grounds

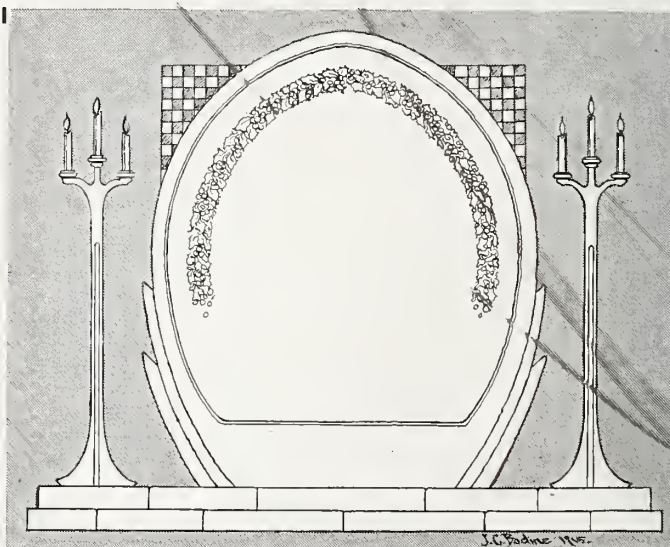
Compo-Board, the old original and reliable, is the favorite with expert designers and leading display men. These are the men who know from experience what is practical and best for their varied uses. The very nature of Compo-Board makes it available for any sort of use for window backgrounds and store interiors.

Compo-Board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about Compo-Board. Send for sample and copy of this book, it's free.

Compo-Board Co.

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA



Compo-Board Background Design, by J. Clarence Bodine

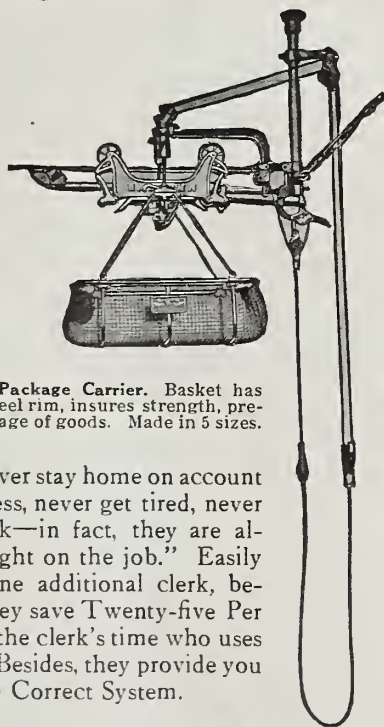
Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently, will not warp, buckle or split.

A PAGE FROM OUR BOOK OF SATISFIED USERS

We have hundreds and hundreds of such letters. This is an assurance to you that the Baldwin carriers will serve your purposes most satisfactory.

Read These Letters

Our 1917 Models
are the very latest refinements in Cash and Package Transmission.



No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

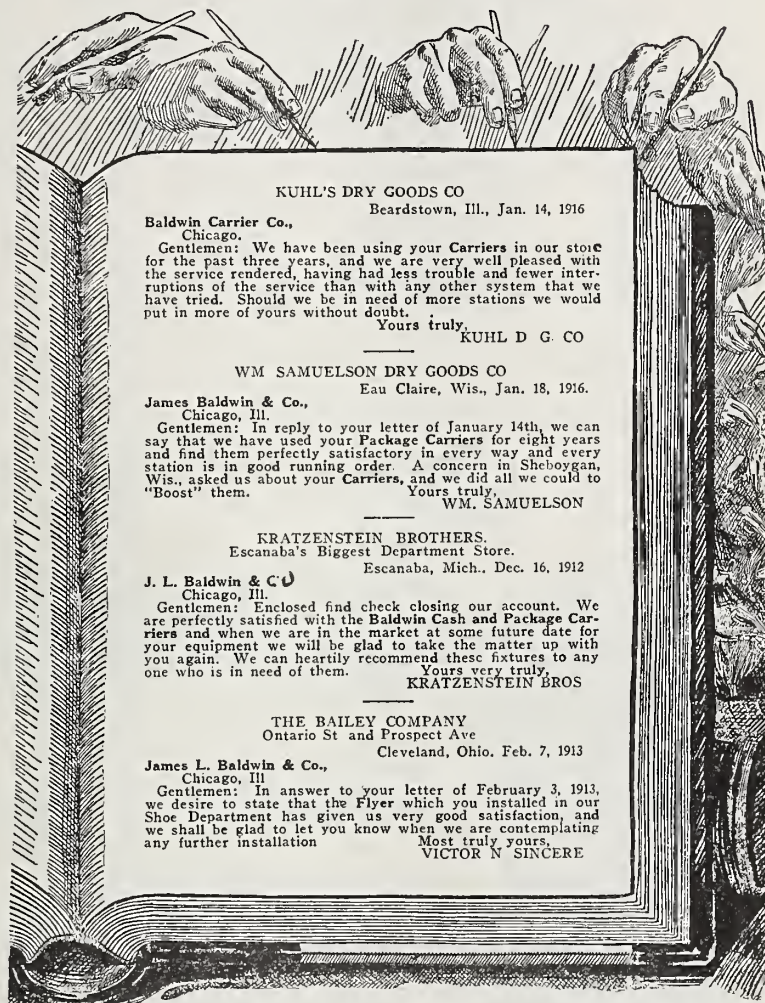
They never stay home on account of sickness, never get tired, never talk back—in fact, they are always "right on the job." Easily worth one additional clerk, because they save Twenty-five Per Cent of the clerk's time who uses them. Besides, they provide you with the Correct System.

Baldwin Carriers are the result of twenty-five years' experience specializing in wire line carriers. As specialists we can serve you BETTER.

James L. Baldwin and Co.
352 W. Madison Street, Chicago



*Either of These
Carriers Are Real
"Live Members"
for Your Sales
Force*



KUHL'S DRY GOODS CO

Beardstown, Ill., Jan. 14, 1916

Baldwin Carrier Co.,
Chicago.

Gentlemen: We have been using your Carriers in our store for the past three years, and we are very well pleased with the service rendered, having had less trouble and fewer interruptions of the service than with any other system that we have tried. Should we be in need of more stations we would put in more of yours without doubt.

Yours truly,

KUHL D G CO

WM SAMUELSON DRY GOODS CO

Eau Claire, Wis., Jan. 18, 1916.

James Baldwin & Co.,
Chicago, Ill.

Gentlemen: In reply to your letter of January 14th, we can say that we have used your Package Carriers for eight years and find them perfectly satisfactory in every way and every station is in good running order. A concern in Sheboygan, Wis., asked us about your Carriers, and we did all we could to "Boost" them.

Yours truly,

WM. SAMUELSON

KRATZENSTEIN BROTHERS.

Escanaba's Biggest Department Store.

Escanaba, Mich., Dec. 16, 1912

J. L. Baldwin & Co.
Chicago, Ill.

Gentlemen: Enclosed find check closing our account. We are perfectly satisfied with the Baldwin Cash and Package Carriers and when we are in the market at some future date for your equipment we will be glad to take the matter up with you again. We can heartily recommend these fixtures to any one who is in need of them.

Yours very truly,

KRATZENSTEIN BROS

THE BAILEY COMPANY

Ontario St and Prospect Ave

Cleveland, Ohio. Feb. 7, 1913

James L. Baldwin & Co.,
Chicago, Ill.

Gentlemen: In answer to your letter of February 3, 1913, we desire to state that the Flyer which you installed in our Shoe Department has given us very good satisfaction, and we shall be glad to let you know when we are contemplating any further installation.

Most truly yours,

VICTOR N SINCERE

USE THIS COUPON

James L. Baldwin and Co.

352 W. Madison Street, Chicago

Please send me full information about

☐ Cash Carriers.

☐ Package Carriers.

Name

Town

State

Size of Store



1113 R

Forms Wax Figures

Right in design, finish, workmanship. Prices right too. Send for latest illustrated catalog, showing our complete line of wax and papier mache.

Convention Visitors!

When in St. Louis, August 6-9; look for our exhibit in Booths 34 and 35.

French Wax Figure Co.

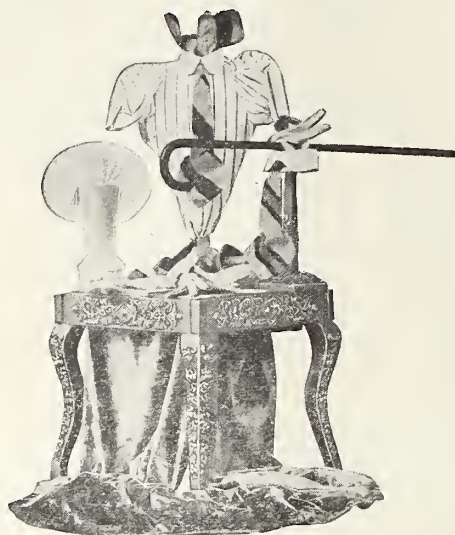
70 West Water Street
MILWAUKEE, WIS.

American
Merchants Syndicate Bldg.
153-9 E. Superior St.
Chicago, Ill.

405 Chamber of Commerce
St. Paul, Minn.

202 East Fourth Street
Los Angeles, Cal.

1121 R



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES

+ PLUS +

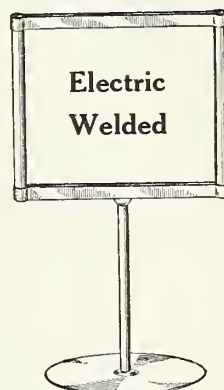
Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service Inc.

519-521 N. Halsted St.

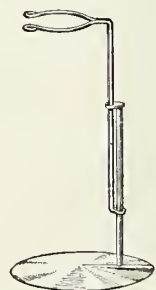
CHICAGO, ILL.



PRICE CARD STANDS

Nickel, Gun Metal or
Oxidized.

"T" Stands, Easels,
Display Racks, Etc.



"JAXON" DOLL STANDS

Adjustable—6 sizes.

Lustre Finish.

Catalog No. 26

Upon Request.

J. B. Timberlake & Sons, Mfrs.

Jackson,

Mich.

LEARN SHOW CARD WRITING

17 CHARTS of practical instructions for the beginner. Specimen cards beautifully designed in six colors and bronze. Specially ruled practice paper to make it all the simpler Sent prepaid upon receipt of price.....**\$1.50**

The Merchants Record Co., Chicago



MAKE BUYERS OUT OF PASSERSBY

Attractive window displays need not be necessarily large. Size does not play the important role.

Shown above is a clever group of a suit and furnishings, appropriate for a small window or as a unit in a large window.

This display shows nearly a complete outfit for a man, and it is so arranged that it will attract attention and make buyers out of passersby.

Hugh Lyons fixtures will help you to make your windows more attractive, better business builders. Our catalogs will be mailed to you upon request.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
 NEW YORK SALESROOM 35 W. 32nd. STREET
 CHICAGO SALESROOM 234 S. FRANKLIN ST.

Send For This Big FREE Book At Once



Schack's New Floral Parade Book

containing 16 pages of over 400 fine, clear illustrations, showing the largest and best collection ever made of decorated autos, floats, carriages and floral decorations.

This wonderful book will help you plan and decorate your auto or float to make it a "prize winner."

Send for Schack's New Floral Parade Book Today—It's Free For The Asking.

How To Organize A Floral Parade

is a book of 32 pages giving you all the details of how to make the Floral Parade a Success. Every display man in the country should have this valuable book in his library—its the only one of its kind printed. Send for it at once. It's FREE.

*Send In Your Name Today and Get These
Two Wonderful Books By Return Mail FREE*

Schack Artificial Flower Co.

1739-41 Milwaukee Ave.

CHICAGO, ILL.



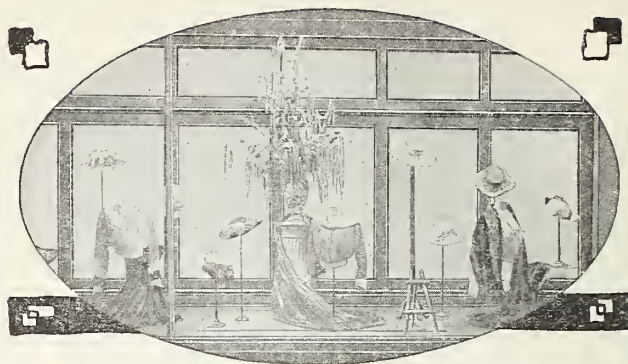
Show Your Colors—Enter
into the National Spirit

Patriotic Decorative Novelties Flags, Bunting, etc.

Paper mache Shields, Eagles, etc. Paper festooning, chrysanthemum sheeting in National Colors, etc. All fully illustrated in our Patriotic and Fourth of July catalogue.

Write now. Ask for Patriotic catalogue. Prices lowest offered.

THE ADLER-JONES CO.
Dep't A. 333 S. Market Street, CHICAGO



CAREY
Ceil-Board
SUPERSEDES PLASTER
FOR
WALLS
AND CEILINGS

Affords five finishes for
your window backgrounds

All sorts of paneling and many kinds of window furniture and fixtures of striking distinction are made from Carey Ceil-Board.

Circassian Walnut and Oak panels in true colors. Plain finishes for hand decoration. Write for our book "Window Backgrounds." Full of suggestions with instructions for making.

The Philip Carey Co.
1030 Wayne Avenue
Cincinnati, Ohio



Goodform
TRADE MARK

Window Display Fixtures "ALL CONNECTIONS METAL"

A Clever Fixture
FOR
Haberdashery and
Dry Goods Displays



No. 917
Drupe Pedestal



Write for
Our Latest
Catalogue



Price Each

12 in. high, 8 x 8 in. top....	\$1.00
18 " " 9 x 9 " "	1.50
24 " " 9 x 9 " "	1.75
30 " " 10 x 10 " "	2.00

State finish wanted when ordering

HINCHER MFG. COMPANY, of INDIANA
305-311 South Fifth Avenue, Chicago, Ill.

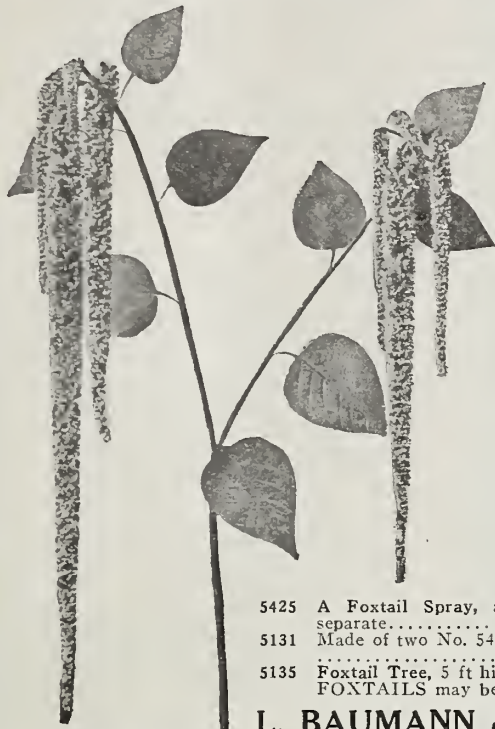
PLUSHES VELOURS
VALANCES & PANELS
TRADE
NADECO
MARK
DRAPE SHADES
EFFECTIVE BEAUTIFUL

Attractive windows are the outward sign of a well run store. NADECO products will assure a pleasing display. Write for catalogue R and sample plushes.

NATIONAL DECORATIVE CO
Designers & Manufacturers
CAMDEN : NEW JERSEY

Patriotic Windows July 4th

We Have a Variety of Flowers in National Colors



NO5425—Fox Tails



Japanese Wood Roping. The cheapest and most effective material for patriotic trim, both for window and interior. It can be draped in most any shape or form. Used best in connection with flags and shields. Comes in red, white or blue. Sixty yards to a roll. Price, per roll.....\$0.70

Write for our catalogue and special circular.

- 5425 A Foxtail Spray, as per illustration, may be had in Red, White and Blue combination, or separate.....each 45c, dozen \$4.50
- 5131 Made of two No. 5425. May be had as above mentioned or in any color wanted.....each \$1.40, dozen \$14.00
- 5135 Foxtail Tree, 5 ft high, with removable trunk, finest material. May be had in any color.....each \$12.00

FOXTAILS may be had in Red, White and Blue, one on each spray or each color separate.

L. BAUMANN & CO., 357-359 W. Chicago Avenue, CHICAGO
LEADING IMPORTERS AND MANUFACTURERS FALL LINE READY NOW



This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"

By GEO. J. COWAN

This is a most useful window trimming book and sells at only \$1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

- | | |
|--------------------------------|---------------------------|
| 8 New Year's Windows. | 5 Fourth of July Windows. |
| White Goods Windows. | 7 Summer Windows. |
| 1 Lincoln's Birthday Window. | 2 Horse Show Windows. |
| 4 St. Valentine's Day Windows. | 6 Fall Opening Windows. |
| Washington's Birthday Windows. | Carnival Windows. |
| 8 St. Patrick's Day Windows | Hallowe'en Windows. |
| Spring Opening Windows. | 5 Thanksgiving Windows. |
| Easter Windows | 4 Christmas Windows. |
| 6 Decoration Day Windows. | |

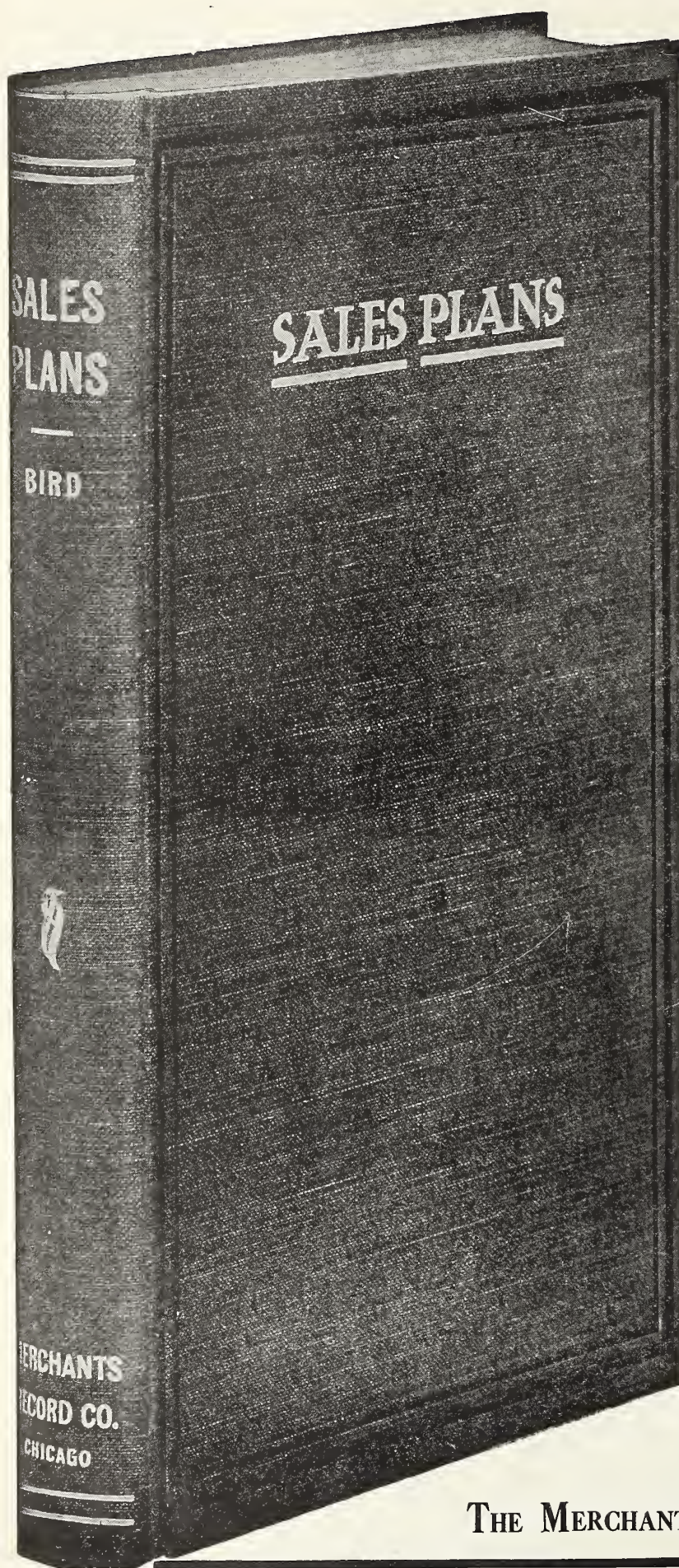
Period Decorations in back-grounds, showing examples of Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.
10 Sale Windows.
Bas Relief Backgrounds.
Stencil Backgrounds.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50.

Merchants Record Co., 431 So. Dearborn Street
Chicago, Illinois



Practical Plans for Getting *M o r e* Business

CONTENTS OF

"Sales Plans"

Chapter	Page
I Special Sales - - -	7
II Selling by Mail - - -	41
III Expositions - - -	60
IV Getting Holiday Business	74
V Christmas Schemes - -	81
VI Co-operative Advertising	87
VII Store Papers - - -	98
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XIV Guessing Contests - -	248
XV Package Sales - - -	258
XVI Sensational Advertising	264

Just a Few - We Have Many More

"'Sales Plans' is worth double the price for the valuable information it gives." J. E. Barker, Wheeling, W. Va.

"I am in possession of a copy of 'Sales Plans' with which I am delighted." R. W. Williams, Old Colwyn, No. Wales, Eng.

"\$2.50 is a small amount for the value received." Chas. W. Morton, Sacramento, Cal.

Printed on best heavy paper, 282 pages, 6½x9 inches, fully illustrated with reproductions of advertisements, circulars, letters, etc.

Cloth \$2.50

Full Morocco 3.00

Shipped anywhere, charges prepaid, upon receipt of price.

Combination Offer: For \$4.00 (Foreign Countries \$5.00) we will ship prepaid copy of "Sales Plans" and extend your subscription to the Merchants Record and Show Window one year from any date.

THE MERCHANTS RECORD CO. 431 So. Dearborn St. CHICAGO

Stand Behind the Men Behind the Guns

Buy
A Liberty Loan Bond
And
Help Win the War

Interest 3½%

Issued by the United States
Government

Denominations:

\$50, \$100, \$500, \$1,000, \$5,000,
\$10,000, \$50,000 and \$100,000.

First payment as low as
One Dollar.

You have until August 30, 1917,
to pay in full for your bonds.

Ask any Banker, Postmaster, Express Company
or Merchant for an Official Application
Blank and

**APPLY FOR YOUR LIBERTY
LOAN BOND TODAY.**

**A Tribute to the Flag and the
Safest Investment in the World**

"Wars cannot be conducted without money. It is the first thing to be provided. In this war it is the most immediate help—the most effective help that we can give. We must not be content with a subscription of two billion dollars—we must oversubscribe this loan as an indication that America is stirred to the depths and aroused to the summit of her greatness in the cause of freedom. Let us not endanger success by complacent optimism. Let us not satisfy ourselves with the reflection that some one else will subscribe the required amount. Let every man and woman in the land make it his or her business to subscribe to the Liberty Loan immediately, and if they cannot subscribe themselves, let them induce somebody else to subscribe. Provide the Government with the funds indispensably needed for the conduct of the war and give notice to the enemies of the United States that we have billions to sacrifice in the cause of Liberty.

"Buy a Liberty Bond today; do not put it off until tomorrow. Every dollar borrowed quickly and expended wisely will shorten the war and save human life."—Secretary W. G. McAdoo, May 14, 1917.

**A Liberty Loan Bond is Uncle
Sam's Promise to Pay and He
is Worth \$225,000,000,000.**



"What a Beautiful Show Case"

That's your first impression of an Illinois Case. Yet beneath this surface beauty are hidden qualities that can spring from but one possible source—honest endeavor.

This explains why Illinois cases retain their sightliness with just average care, for time indefinite.

Let us tell you more about them.

There is a case for every requirement.

Illinois Show Case Works
1729-37 North Ashland Ave., CHICAGO



37 Years Making Display Fixtures

**YOU SHOULD
SEND
FOR THIS CATALOG**

Treat Your Show Windows Good

Show Window Plateaus and Dividers

PLATEAUS For the show window as a good center piece, to feature some special line, a plateau with a few yards of velvet goes a long way to get a good effect for the window generally, besides creating a sale on the article it features. We have 10 distinct patterns in oblong, square and ovals in about 20 different sizes and ranging in price from.....



\$100-UP

These Will Help
Any Show
Window



DIVIDERS By using one or two dividers in your window, you at once divide your window space into departments, separating the different lines, and by separating them, you individualize each line, making a prettier window and above all, increasing the selling point of the merchandise. Over 25 different designs in as many different sizes, ranging in price from.....

\$350-UP

THE OSCAR ONKEN CO., 3712 4TH ST., CINCINNATI

Annual Prize Contest 1917

Closes December 31, 1917

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved. Four Solid Gold Medals. Four Sterling Silver Medals. Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window dressers not only of America but many other countries. To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window decorator may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by decorators in comparatively small towns. It is the work that is judged, not the name of the displayman, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishing store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, etc., etc. Prizes identical with those in class A.

CLASS D—DRAWING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year. The prize in this class is a handsome loving cup, especially designed and engraved for this purpose. Duplicate prizes will be awarded to tying contestants.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before December 31st, 1917.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of decorator.

Points To Be Considered in Making Awards

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

SALES—Under this head shall be considered the effect of the display in making sales.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window decorators of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street

CHICAGO, U. S. A.

LEARN CARDWRITING FOR \$1.50



Any display man or clerk can earn more if he is a cardwriter. An hour a day for a short time will enable you to become one.

The Window-Card Writers' Charts

A complete course in the art of making

**Display and Price-
Cards and Signs**

PRICE, \$1.50 POSTPAID

WHY NOT EARN MORE SALARY?

Your employer will pay you for writing his cards in addition to your regular salary.

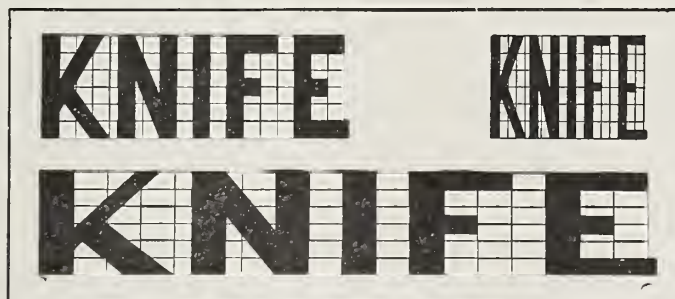
Send Your ORDER NOW

Will gladly refund your money if not satisfactory.

THE WINDOW-CARD WRITERS' CHARTS consist of seventeen heavy cards, 8½ x 11 inches in size, beautifully printed in six colors and bronze inclosed with sixteen sheets of ruled practiced paper in a strong covered box. An hour invaluable help to the card-writer.

Below is a list of part of the TOPICS TREATED

First Practice. Punctuation. Composition. Price Cards. Directory Cards. Proper Spacing. Color Combinations. Italicizing Mixing Colors. Ornamentations. What to Say. Materials Needed. Curves and Twists. Metals and Bronzes. Rimming and Shading. Condensing and Expanding. Care and handling of Materials. The Use of Pictures and Engravings.



PUBLISHED BY

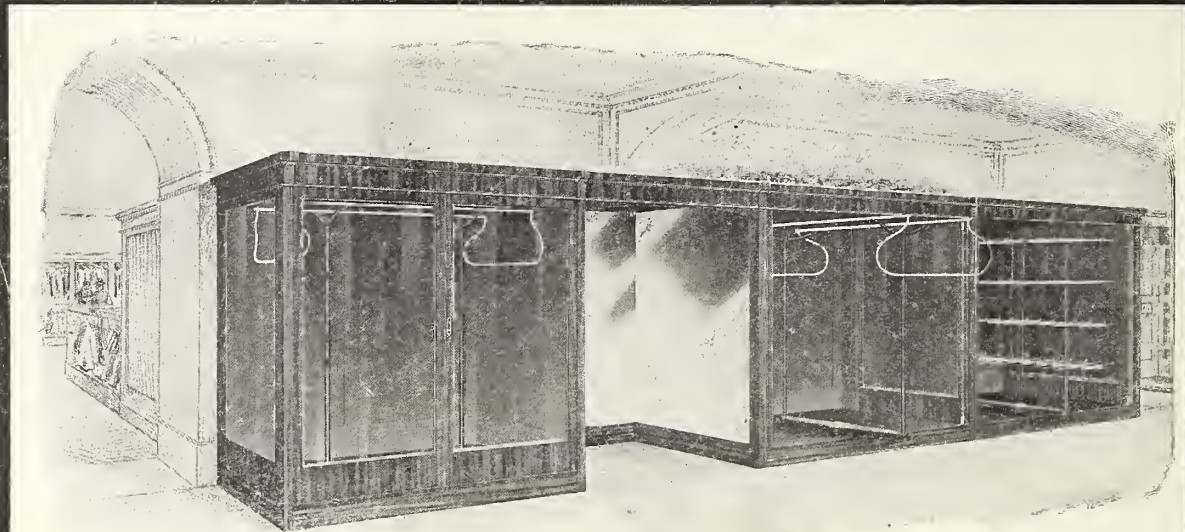
The Merchants Record Co.

431 South Dearborn Street, Chicago

Special Combination Offer For \$3.00 sent us we will ship prepaid a set of these charts and will give you a receipt for one year's paid subscription to MERCHANTS RECORD AND SHOW WINDOW. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer **AT ONCE**.

Add \$1.00 to "Special Combination" prices where \$3.00 subscription rate to M. R. and S. W. applies.

The **WELCH-Wilmarth** LINES of Grand Rapids



Standardized

MANUFACTURERS who have mastered the methods of *quantity production* can write the rules for the game.

The Welch-Wilmarth Lines have mastered the methods in their Standardized Store Equipment. You can now equip your store with the very latest, the very best, the most efficient store fixtures attainable—ininitely superior to any special work you can buy—at a price, through the Welch-Wilmarth Standardized Lines.

These include everything for the store—department, specialty, wearing apparel (men's and women's) stores in particular.

Above, an assembly of ladies' wear revolving wardrobes, a mirror alcove, etc. They looked as if they were *built into the store*—they are standardized.

That de luxe booklet, "Method in Merchandise," will be out this month. Sent for yours, yet?

Welch Manufacturing Co.

7 Lyons Street

Wilmarth Show Case Co.

GRAND RAPIDS, MICH.

1524 Jefferson Ave.

CHICAGO, 233 W. Jackson Blvd. NEW YORK, 20 West 30th St. BOSTON, 21 Columbia St. ST. LOUIS, 1118 Washington Ave. PHILADELPHIA, 123 No. 13th St. PITTSBURGH, 701 House Bldg. DES MOINES, 402 Court Ave. HELENA, MONT., 106 Grand Ave. ROANOKE, VA., 212-214 Terry Bldg.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XL
NUMBER 6

JUNE, 1917

Single Copies
Twenty-Five Cents

YOUR CHARGE ACCOUNTS

Retailers Must Have a System for Handling Charge Accounts—A Simple and Satisfactory System for the Small Stores.

THE majority of retailers must have some sort of system for charge accounts even if they do a cash business—for no matter how strict you may be in the matter of demanding cash for goods—there will be a few of your *friends* who will forget their wallets or overdraw their checking accounts and leave you with the unpaid bill. This is true in practically every line of business.

A recent investigation of several retail stores made by the writer developed the fact that nearly ninety per cent of the dealers in both large and small towns are still using the old ledger system for their charge accounts, and in a great many cases both the day book and ledger were being used where only five or six charges were made in a day. This seems ridiculous but it is a fact nevertheless.

In lines such as the furniture business for instance, where the charged accounts should be held down to a minimum it is absolutely bad judgment to use either the day book or the ledger when one brief entry in a card index system will solve the whole problem and put your business accounts on a basis where you can place your finger on any person's account and have it totaled in a jiffy without reference to any other book or source. The time of posting and double entry accounts will all be saved and that time will be well devoted to building up your trade or developing new business.

In any special line of business it is seldom that a customer will buy more than five or six articles at a time, so that the entering of the account on your card index system will not require a large amount of space—and as a matter of fact nearly all pur-

chases will be for only one article. A card 5x8 inches in size ruled according to the following model will accordingly be sufficient for the charge accounts of the majority of customers for an entire year—but even if four or five cards are necessary they can be fastened together with ordinary paper clips, and will even then be much more convenient than the ledger account—while the day book is dispensed with entirely.

The reverse side of this card may also be ruled in the same manner, except the customers' name which should appear at the top only—the address not being necessary—of course in the smaller communities there will be no street address and residence of customers is always known so that the address blanks need not be filled in at all.

The great advantage of this system lies in the saving of both time and work. Your cards will be placed under the proper letters in your card index system and when *John Jones* makes a purchase on a charge account you will simply pull out your card index drawer which should be right under your selling counter or at some equally convenient place, take out Jones' card, enter his charge, place the card back in its place and close the drawer—the whole thing is finished in one writing. When he wishes to pay his account take out his card and at a glance tell him what he owes—credit his payment and return the card to the drawer.

When the account is balanced you may tear up the card, or better yet, file it in an old reference file, making out a new card for the same customer's new charge if he comes back again.

The cost of a complete card index system of this kind will not be greater than you would need to pay for a good ledger of the old style.

One thousand 5x8 cards printed to order with both sides need not cost more than \$6.00, and an oak filing drawer to hold the cards with a complete

alphabet will cost about \$3.50, making the total cost for this system only about \$9.50. One thousand cards will be sufficient for the charge accounts in an ordinary business for three hundred customers for a

also be much easier where you bill from the card index system.

Totals on your debits and credits may be made each month when you send out your statements.

Customer					
Street and Number.....					
Town or City.....					
State.....					
Debits			Credits		
Date	Charges or Items	Amount	Date	How Paid	Amount

(Over)

whole year and of course if you order from three to five thousand of the cards at a time the cost of the cards will be considerably less.

You will find your billing work each month will

This will keep your cards totaled up to the first of each preceding month and make it an easy matter to give totals or balances in an instant to customers who drop in and want to pay their bills.



Plate No. 4353. Display by John Patton for L. S. Ayres & Company, Indianapolis, Indiana.

The highly artistic ability of this display man is ever manifested in his displays. In this display we find a remarkably beautiful and interesting setting banked on the right with beautiful natural flowers and ferns, and on the left a bench with overhanging ferns was used. The floor

was black effect with scattering of ferns and flowers. The peacock in the large painting in the background was in high colors and harmonized perfectly with the gown and party coat displayed. A beautifully designed and lettered card was placed on a mahogany stand.

OPEN NEW STORE

Madansky Brothers Open Doors of New Oklahoma City Store—Thoroughly Modern and in Heart of the Business District—Business Expanding

ON April 24th, Madansky Brothers opened a beautiful men's and boy's outfitting store Oklahoma City, Oklahoma. This is the third store now operated by this concern, the others being located at Tulsa and Bartlesville. It was in 1897 that Madanskys began business in a store, 40x60 feet, in the town of Fairfield, Illinois, this store being conducted by H. M. Madansky & Sons. In 1908, when Tulsa became known as a good oil town, the Madanskys investigated the prospects there and were so well impressed with the life and hum of what was then a little city they opened a store there.

The opening of the Tulsa store marked the beginning of their success in a big way, and in less than four years the growing business demanded double the original floor space and today Madansky's is the biggest clothing house in Tulsa. In 1910 a store was opened in Bartlesville, Okla., and was successful from the very start. In 1915 they looked for more worlds to conquer, finally deciding, after careful investigation, to open in Oklahoma City. This new store is unique amongst all stores with which the writer is familiar, in that it was so carefully and thoroughly planned. Eighteen months were devoted to getting it ready.

No detail of equipment or merchandise was overlooked. No expense was spared to make it the most modern and most conveniently arranged store of its kind in that section of the country.

The store occupies a floor space of 50x135 feet and is fitted with satin finish walnut cabinets and

cases throughout. All merchandise is kept under glass. The windows are in the arcade style with an eight-foot case in the center, giving a total of 97 feet of display space on a 50-foot front. The window backgrounds are of genuine figured walnut. The window floors are of quartered oak blocks, five inches square, with border of walnut. The window transoms facing the interior of the store are of ground glass with monogram on each pane. The valances are of silk casement cloth, puffed in 15-inch widths and finished with silk tassels and monogram. X-ray reflectors and 100-watt daylight lamps furnish a brilliant, yet soft light.

The advertising campaign for this new store struck a new note in effectiveness. The store was ready to open March 14th. The advertising campaign started on January 10th and was characterized by the use of liberal space in newspapers, bulletin boards and street cars. All the copy featured the history, methods, ideals and personality of Madansky Brothers.

At the formal opening, which was held from 7 until 10 p. m., nearly 10,000 people visited the store and enjoyed the music provided by a stringed orchestra. Souvenirs were given to every man, woman and child who came to the store.

The store front remained curtained off from the time alterations were commenced until the window displays were completed and the doors ready to open. On the day after the store opened there was a steady stream of customers, which has grown with each succeeding day.

In commenting on the elaborateness of this opening, the display manager must be given a few complimentary remarks. L. L. Baum is the man who made the windows so beautiful and the interior arrangement and decoration was also supervised by him. Mr. Baum is also advertising manager.



HAIR DISPLAY BY JOHN STIFF FOR THE JOHN SHILLITO CO., CINCINNATI, OHIO

DECORATIVE ACCESSORIES

Their Relation To The Merchandise—Care Should Be Taken In The Selection And Use Of Same—Some New Features In Cut-Outs Which Will Be Very Popular

J. C. Bodine

DECORATIVE accessories for the show window means and covers all articles used for decorative effects and are generally used to attract interest to the show window and to enhance the value of the merchandise displayed. Always it is first a matter entirely of discriminating taste, that is, it is a question of good judgment rather than the amount of money spent.

You can mar the entire effect of your show window and also the effect of your display by a poor arrangement of merchandise, and you can also destroy the effect by using decorations that conflict.

The all-important feature is to get just the right thing. There is usually too much similarity in the decorative treatment of a show window. I mean by this, that if a shoe merchant happens by a store with

its windows filled with ladies' wearing apparel and the entire effect is good, and if the gowns, etc., are enhanced by a decorative setting, the merchant likely will decide that he should have a setting just like the one in the window mentioned.

He forgets entirely that he has a shoe window with just shoes on display, and that what appears to be good as a setting for ladies' gowns would be entirely out of place in a shoe window. Another thing I would say in reference to the above, and a similar instance, if one merchant for some reason or other builds an elaborate background, using mahogany, we will say, a number of other merchants will see this work and because the wood in itself is beautiful and attractive, they will invariably install mahogany. Why? We answer—because they forget for the moment their merchandise. They call to mind that a "Pullman" appears rich and beautiful in mahogany with its upholstery—they remember that mahogany fixtures in the club were effective—but they forget entirely that they are in another line of work and that the merchandise requires an entirely different treatment.

There may be instances where it is necessary to use mahogany, oak, or some other wood for the background—or we will say rather that it "seemed" neces-





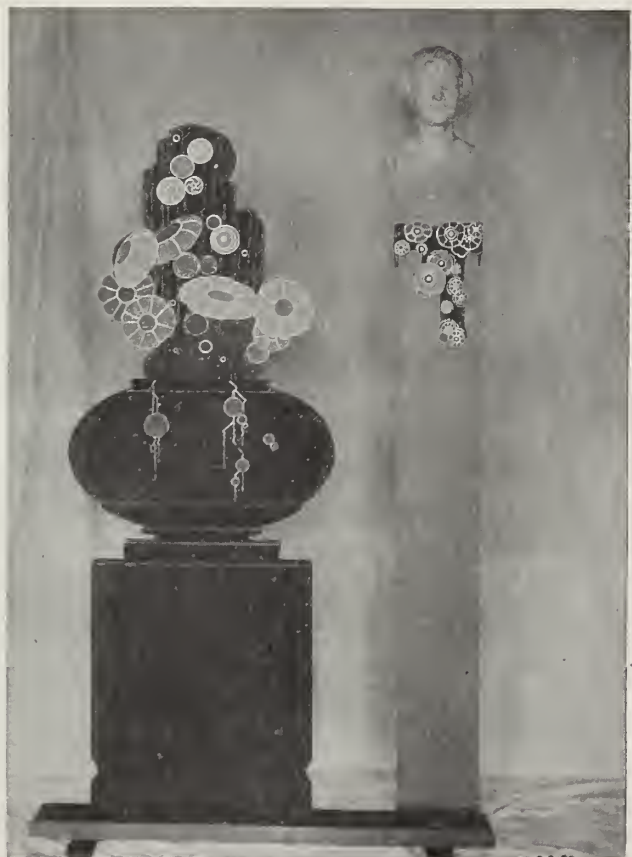
sary—but, however, it is not the best thing to do. When you are thinking of your show windows forget everything else except the fact that you have merchandise to display and that you are going to install a setting that will make that merchandise appear at its best.

Reproduced here are a few examples of decorative settings that will illustrate in one sense what I wish to make known.

No. 1 halftone shows a very simple yet attractive arrangement, a decorative panel with a very simple frame to hold it together. The design is modern in drawing and in color and in the first instance this setting would attract attention to the show window. The work is of a quality that will look good “close up,” and it will be found that this setting will lend elegance and life to the merchandise.

The second illustration shows a little stronger in architecture, although simple and easy to look at. It has a pleasing and restful effect and the lines are such that it would wear well. I do not show many fixtures or accessories here, but the urns or vases do their part handsomely in adding to the effect.

Reproductions 3 and 4 give an idea of an entirely new and beautiful decorative accessory. These are



purely decorative "cut out" designs, and are made of substantial material and so constructed that they will stand up wherever placed without any fastening.



We show here just two designs of this new feature, but work on this order can be obtained in decorative figures or other objects that will make a bright spot in what would perhaps otherwise be an uninteresting window.

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RETAILERS ORGANIZE

AT a meeting of the retailers of Chicago held at the Grand Pacific Hotel, Tuesday, May 15th, an organization was formed to further the mutual retail interests of Chicago. One of the principal features of the Association will be the establishing of a bureau for credit information and collections. The Association has taken a lease on one-half of the entire floor of the Cunard Building, 140 North Dearborn Street, to be used as permanent headquarters. The officers elected for the year are as follows: President, F. W. Hardcastle, M. Rothschild & Company; vice president, Chas. Sommers, Klee Brothers Company; secretary, M. A. H. Turner, F. E. Foster & Company; treasurer, H. J. Fiddelke, Lyon & Healy; assistant treasurer, E. Krieger, National City Bank; business secretary, F. G. Leland, Chicago Retailers' Association.

The members elected to the board of governors are: T. H. Eggleton, Rothschild & Company; Mr. West, Browning King & Company; J. Y. Lebolt, Lebolt's; H. J. Fiddelke, Lyon & Healy; F. D. Kelly, Colby & Sons; M. A. H. Turner, Foster Shoe Company; W. C. Wilson, F. Wilson & Company; B. H. Babbitt, Alfred Peat & Company; H. H. Blum, Blum's Smart Shop; Z. X. Jackson; I. M. Light, Chicago Retailers' Druggists' Association; Hugo Hartman, Hartman Trunk Company; Mr. Eckhardt, Tebbetts & Garland; R. P. Wilmarth, Mitchell & Mitchell; G. A. Wheeler, Wheeler's Credit Clothing Company; Mr. Moellentine, Stebbins' Hardware Company; L. D. McMahan, A. G. Spalding & Company; Mr. Edwards, Burley & Tyrell; Mr. Horn, A. C. McClurg & Company; C. R. Aiken, E. M. Armstrong & Company; Arthur R. McDougall, Arthur R. McDougall & Company.

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DISPLAY BY E. J. WOOD FOR THE GREEN-JOYCE COMPANY, COLUMBUS, OHIO.

NOTES FROM NEW YORK

New York [Stores Alive With Patriotism—Red Cross Window At Macy's—No Lull In Retail Business In The Metropolis—Concerning The Display Man—Namm's Striking Windows

F. F. Purdy

THE largest flag that was shown during the big Joffre-Balfour-Viviani pageant hung over the upper front of the building of B. Altman & Co. It measured 100x65 feet. It had the 45 stars measuring 2 feet 8 inches across, and stripes were 5 feet wide. Each star was embroidered with the name of the state it represents, together with date of its admission to the Union. It was no small trick to hang the flag and to properly dispose the ropes that held it within bounds. Altman's has throughout been exhibiting some noteworthy examples of patriotism. We noted in our last issue the fine showing along the whole Fifth avenue front to stimulate recruiting. During the time that display was in, Mr. Friedsam, head of the institution, directed that it should be on view at night as well, and thus, for the first time in the history of Altman's the curtains were raised at night, it having been the invariable rule to drop the curtains when the store closed.

In the parade of the Home Guard, Altman's turned out 12 companies, with a total of 850 men,

who had been drilling on the roof of the building in the early morning, and who made a fine showing and demonstration of their skill and precision. Samuel Ellis, an important factor of the Altman decorative force with Mr. Frankenthal, is a member of the Altman Guard and was in the parade. Mr. Friedsam reviewed the whole parade from the second story, amid a brave showing of flags, and entered the store with his regiment afterward, the whole "young army" afterward emerging, headed by Mr. Friedsam, and singing the "Star Spangled Banner" in front of the big flag outside. In the same Home Guard parade The Greenhut Co. had three companies, and Franklin Simon & Co. also presented a large delegation.

The National Surgical Dressing Committee is a valuable organization that has already sent 12,000,000 dressings for wounds to hospitals at the front. Branches for demonstrations of the work, where women may learn to roll bandages, have been opened in the stores of Best & Co., Lord & Taylor, Frederick Loeser & Co., Brooklyn, and H. C. F. Koch & Co., of One Hundred and Twenty-fifth street. Stations for the distribution of this merchandise of mercy are maintained at all the battle fronts.

SPECIAL CHILDREN'S DISPLAY

Mr. Trehwella put in, last month, a charming window featuring, as the placard had it, "Summer fashions in little children's apparel." The special background of the window showed the front of a country stucco bungalow. The stucco was finely represented, by the way, by mixing sawdust with



DISPLAY BY HARRY HEIM FOR THE MARSTON CO., SAN DIEGO, CALIF.

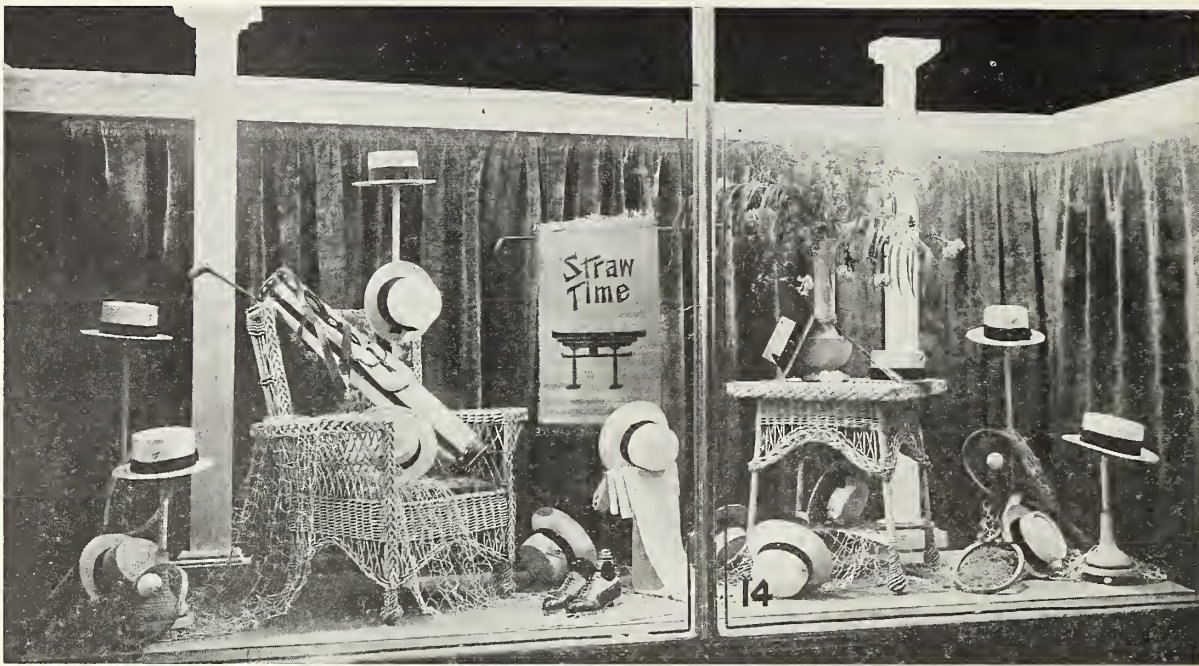


Plate No. 4354. Display by L. A. McMullen for the Eastern Outfitting Company, Portland, Oregon.

Rich green velour curtains draped the back of this setting, and the floor was covered with a rug matting. Two pieces of old ivory furniture were used, along with tennis net, racquets, golf bag and sticks. A pleasing touch of color was injected by the use of a large vase

filled with corn flowers. The card with words "Straw Time" was painted on a small straw matting rug. The straw hats displayed were on stands, on furniture and the floor. This display presented an excellent color contrast and besides was very attractive.

the paint. There were tiny windows and a door in the house, with little curtains behind the windows, and even wall paper on the wall beyond, which was very realistic at night, when the illumination was turned on within. There were a number of little people engaged, clad in up-to-date frocks, employed in various occupations. One was operating a lawn mower; another was riding in a kiddy car; two more were enjoying life in a lawn swing; another was through for the day and was going inside, carrying his water pot with him. The window bottom was covered with a grassy lawn, except in center, where a gravel path came down to front from the door. Rambler roses climbed up over the extension to the house, and there was a bed of geraniums all around the house. The window made a hit with the Fifth avenue crowds, who were lined up before it most of the time in the afternoons.

NO 1917 OUTING

The Display Managers' Club of America held their monthly meeting on May 14th at their headquarters, with an informal discussion of matters of interest. It is understood that because of the complexity and alterations of plans following the declaration of war, the Club will not promote their usual mid-summer outing this season.

On Wednesday, May 23rd., Mr. Schwarcz, of

Macy's, put in a strikingly realistic window representing an hospital ward and featuring the Red Cross work. This was in the large arcade window. The windowed front of the hospital showed on each side, with a wide entrance in center, while within were the beds, physicians, nurses, tables, and all accessories for Red Cross work. A day or two before there was a window "behind the trenches," in which was featured the regulation army tent, in and out of which were soldiers in the regulation khaki. In connection were shown a varied line of everything necessary for soldiers going abroad—traveling kits, trench mirrors, toilet requisites, clothing, trunks, bags, etc. A large tree in the window lent an additional touch of the real.

A recent window of Frederick Loeser & Co., Brooklyn, from its simplicity and impressiveness, acquired an unusual strength and dignity. It was a capital illustration of harmony and beauty in home furnishings. In the center of each of three adjoining windows, hung high from the top moulding, was a large art rug in pastel shades, while at either side hung, in long drapes, the fabrics for curtains and draperies designed to accompany the rugs in the same room. In many of the drapes were the same motifs seen in the rugs, and in each instance the color harmony was perfect. Care and thorough investigation are required to secure as complete a result as was shown in this artistic treatment.

The backward spring and upheaval in the popular mind due to the declaration of war has of course not tended to improve business here, and there has been talk of a lessening of business in our department stores and laying off of help. In one of the leading stores toward which this rumor led, this was the testimony secured: "Yes, we laid off several people who were not of the best of service to us. We have taken on, however, fully as many. You never hear of replacements in cases of this kind. Our business is up to normal."

The crowds of shoppers in the main shopping districts are undiminished. It is believed that we shall see in this country a repetition of the experience of England, where retail business since the war has been very active, on account of the general employment of women as well as men in productive work, with a consequent spending of money, not only for necessities, but for luxuries as well. The leading stores and commercial organizations here, as well as elsewhere, have given publicity to announcements regarding the unwisdom of economy at this time in expenditures in anything but foodstuffs, and these pronouncements are telling in producing an equilibrium of mind on the part of the people far different than existed at the time of the declaration of war.

Mr. Rossiter, at Lord & Taylor's, in his "night window" that is still the wonder of many strangers

who tour Fifth avenue after nightfall, and see it hoisted into position at the Lord & Taylor entrance, had in recently, a setting especially strong. The background was a painting of a heaving sea, and in front of it was placed an American flag—a fine combination. In front, from side to side, was a striking collection of French, English and American recruiting posters. At the right side, near the picture of "the vasty deep" was a lighthouse, with windows at top, which flickered with the turning on and off of the lights. Lining the extreme front of the window was a collection of portraits of our Civil War heroes.

BRIDE DRAPE BY MR. ROSSITER

May is the month of bridal windows anticipating June, the month of weddings. A beautiful drape of a wedding gown was shown by Mr. Rossiter, including a fine overdrape of real Duchesse and points de Venise lace, with garniture of orange blossoms. The train was of tulle, with orange blossoms at end. A new note evident was the arrangement of the head-dress, the veil being arranged on top with Spanish mantilla effect, being caught with a large Spanish comb, with ornaments of pearls and orange blossoms. Under the left ear was a small cluster of the latter to further accentuate the Spanish effect. The bride carried a large sheaf of lilies. Mr. Rossiter notes evidences of an increasing inter-



Plate No. 4355. Display by W. E. Zemitzsch for Famous-Barr Company, St. Louis, Missouri.

This window of exquisite beauty was made for the spring opening and showed a Japanese setting, with beautiful landscapes. The colors were in different shades of Nile and light green and lavender. The wood work was painted in a steel blue green and a lighter green, which formed a pleasing combination of color. The window was artistically decorated

with Japanese clematis and wistarias in lavender and pink. The floor, beautifully ornamented, was made of composition board cut in triangle effect in colors of ivory and pale blue alternating, and stenciled in dark steel blue. The gowns were of rare beauty and the posing of the figures was unusually excellent.



BRIDE DISPLAY BY MR. ROSSITER FOR LORD & TAYLOR, NEW YORK.

est in Spanish motifs and designs, in architecture, furniture and dress, which he anticipates may become something of a factor. The gown we describe was shown in one of the four windows we spoke of in our last issue illustrating the "Romantic Phases of Trade"—the one having the handsome mural painting depicting the work of the "Flemish Lace Makers," a most appropriate setting for the bridal scene. Accompanying the handsomely draped figure were long drapes of fine lace and some of the finer accessories of the bridal costume.



DISPLAY BY MR. ROSSITER FOR LORD & TAYLOR, N. Y.

Mr. Hopkins, at Gimbel's, in a recent "sports goods" window, brought out some nifty and highly appropriate fixtures that were made in his department. The window included some fabrics of which sports suits are made, in the "new art" design, with circles and other forms of red, blue or green especially and some of these hues were prominent in

the sport shoes to which the window was specially devoted. To complete the harmony Mr. Hopkins had a bunch of stands made, ornamented in the same colors and motifs—high hat stands, stands with small shelves, low stands, high stands, all with the same effect, some tops tilted, for the shoes, others straight. They were simply painted in water colors, which can be easily washed and redecorated.

A later window was the large one at the corner of Sixth avenue and Thirty-third street, where everything "from soup to nuts" was shown for the many troops of scouts and home defense that are being organized, many of which have now got to the stage where they are buying uniforms. The idea of the window was "quantity," to indicate the resources of the Gimbel stock, for the chances are far better of selling complete outfits for an organization than for single uniforms.

Reproduced herewith are five excellent drapes as executed by Herman Frankenthal, display manager for B. Altman's. All drapes shown here were made without cutting the materials, and are further testimonials of the high-class work of this artist. The first drape shows a skirt made from Golve lace priced at \$19.50 per yard. The waist was of narrow gold lace, and three colors of ribbons—green, blue and rose. In the second drape the skirt was of tulle in green, red and lavender, while the waist was of brocaded ribbon. At the bottom of the skirt were flowers with colors matching those of the waist. The belt and collar were red ribbon.

Illustration No. 3 presents a skirt of yellow, purple and red tulle, and between the three colors, at the bottom of the skirt, was a garland of flowers in harmoniz-



ing shades, made from brocaded ribbon. A bolero jacket featured this drape, and a handsome bouquet appeared at the waist line. The fourth reproduction shows a dress of rainbow shades, and the material was tulle. The waist was made of brocaded ribbon in shades of green, yellow and lavender. The last drape shown was in yellow, deep rose and lavender, with waist made of brocaded ribbon in same shades.

This collection of drapes were exhibited at the Convention of the Museum of Arts, New York, during the week of May 22.

HAVE MERCHANDISING ABILITY

There are many display managers who have big elements of the merchandise man in them. Some of them, with a year or two training in economics and banking, should be crackerjacks. A very few could qualify, we believe, on the spot.

Many merchandise men are slaves to figures, and lack market knowledge and imagination. But a man without figures would have the craft on the rocks. The job needs the happy medium.

A display manager who would be a strong merchandiser makes these casual yet informing observations: "In New York department stores 25 per cent is the recognized overhead. The average profit is $33\frac{1}{3}$ per cent. Stock should average to be turned four times a year. Profit is figured on the selling price. Thus, on an article costing \$1.00, at $33\frac{1}{3}$ per cent profit, the selling price is \$1.50. Figuring from \$1.50 you find this sum is $33\frac{1}{3}$ per cent over the cost. Never figure prices on cost."

He has this to say on another subject: "The display man whose chief—the head of the house—gives him rope to interpret the ideals of the owner through the windows to the public, has a fine opportunity. Where the 'big fellow' fills the display man full of



his ideals, policies and motives, and orders them shown up in the best atmosphere the trimmer can create, the latter has every incentive to do his level best. I know of instances where great merchants have found this plan highly successful. They get 100 per cent out of their display men."

MOTHER'S DAY CELEBRATED

"Mother's Day" was celebrated May 13th in churches, schools and various institutions. Here the Philadelphia Wanamaker decorative department struck a keynote, and the following is what a quartette of men saw one evening as they paused admiringly before the brilliantly lighted window for several minutes: In center, rear, a large oil painting of "mother," handsomely framed, the old lady's face bearing the evidences of age, anxiety and care for others. Disposed in front were tables, chairs, etc.



On a table were an open Bible and a pair of the old-time "specs," the bows of which run in and out. The familiar knitting was in evidence, with a needle that had dropped on the floor. When "bunches" of men stop and admiringly scan a window for some time, a popular chord has been struck. A most prominent feature of the Wanamaker Philadelphia display management is that they can exactly strike a popular chord. With all the wealth of elegant merchandise, Wanamaker's have never forgotten the things that really mark the American home.

STRIKING DISPLAY AT NAMM'S

A striking Brooklyn window was that at Namm's, where Charles DeVausney had Joan of Arc as the central figure of that main window between the arcades that we have previously described.

Here was Joan, mounted on a horse in full armor, with drawn sword. At either side of her was a uniformed soldier headed in the same direction with drawn dirk. Over the whole were two large flags of France, with the American flag between. Leaning against the tree in front of window that remains there appropriately in all the Namm window pageants, were two spears of the time. This inscription was upon a placard in the window: "Joan of Arc, Maid of Orleans. Her spirit lives again, to



fight for the ultimate peace of the world, for the rights of nations great and small, and to make the world safe for democracy."

WHERE IS CAMPBELL?

A letter from William S. Norman, display manager for the B. & M. Clothing House, Oklahoma City, asks for the address of Fred W. Campbell, formerly with Bamberger's, Newark, and Koch's,

125th street, and for whom Norman "first worked behind the glass." He went to Oklahoma in 1907 and says he never has regretted his move.

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MR. NOWAK ON COLORS

C. J. NOWAK, salesmanship expert, and one of the most well known men in the display profession, and now connected with the Sheldon School, Chicago, spoke before the Jackson, Michigan, Advertising Club at Jackson, May 2nd. He took for his subject "Colors and Their Relation to Merchandise Sales," and showed that salesmanship through the store should back up the display man's work.

The speaker asserted that color is the most important thing with which the salesman deals. He said that 80 per cent of the sales made are made to women, and women are particularly sensitive to color. Poor color combinations destroy business and scientific combinations increase the patronage of the store. Goods displayed in a window may actually repel trade by reason of faulty color scheme or goods may be so displayed in windows as to look very much different from articles displayed under different conditions in the store, a discrepancy which causes the customer to believe that the merchant is trying to sell an article different from the one displayed in the window. For this reason Mr. Nowak urged all merchants in the city of Jackson to give much thought and action to the proper displaying of merchandise. He told the auditors that the impressions gained from the store front, bill boards, etc., of that city were anything but attractive and appealing. He said the greatest fault was a lack of a pleasing skyline and color contrasts.

Mr. Nowak, who is a recognized expert on colors and color harmony, explained in a detailed manner the relations of colors, bringing before those present the fact that a pretty package, or a dainty gown nicely displayed is a suggestion to buy. Whether shown in black and white or any other color combination the 100 per cent effect cannot be achieved unless color importance is realized and ever observed. Mr. Nowak's talk brought out the spirit of the advertising club to do several things to make Jackson stores better appearing and more attractive and plans were discussed to enlist the aid of a Chamber of Commerce in getting business men to give greater attention to store fronts and devote a liberal amount for the use of display men in their work of making windows and displays more beautiful.

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E. H. C. ACKEMANN, of Ackemann Brothers' Dry Goods Store, Elgin, Illinois, was awarded a first prize window for excellence in the window display contest conducted during the Art Festival during the week of April 8th. Theo. F. Swan was the winner of the second place in the dry goods department of the contest.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

This Department Conducted by G. Wallace Hess

IN presenting this series of lessons in pen lettering I first desire to say that I have no secrets of any kind to conceal. Second, that I will in this, and articles to follow, make certain dogmatic statements that you may not agree with, or, which perhaps someone you know who is a good letterer may tell you that "my way is a better way than that."

I do not want to pose as a "know-it-all," yet I say without in the least meaning to be bombastic that there is not a cardwriter on the continent who has given more attention to pen lettering than I have. Scores can excel me in brush work, but in the manipulation of pens and the turning out of a given amount of pen lettering I am not afraid to compete with anyone.

A firm believer that trade journals have made more good cardwriters than any other medium, I am simply asking you to take me at my word, that the advice you will receive herein is the best way until you are advanced far enough so that you know absolutely that you have developed something that suits you better.

That you who follow these lessons should take good care of the foreign pens you may now have or which you may be able to buy in the future is my earnest advice, for until the seas are wiped clear of our enemy there will be few pens coming across the water.

Let us first take up the text pens, of which the best makes are Gillott's and Soennecken's.

Foreign pen manufacture is an exact science and ninety-nine per cent of these pens will work perfectly from the start for ordinary work. The following suggestions are made and should be heeded.

1—Never take the temper out of a pen by heating in a flame. (This does not mean that a very quick flash of a match to "kill" the oil on a new pen is forbidden).

2—An old pen is always superior to a new one and continues to improve until the nibs begin to spread so that a streak of light may be seen through the slit when pen is held between you and the light. When this stage is reached the pen is done for.

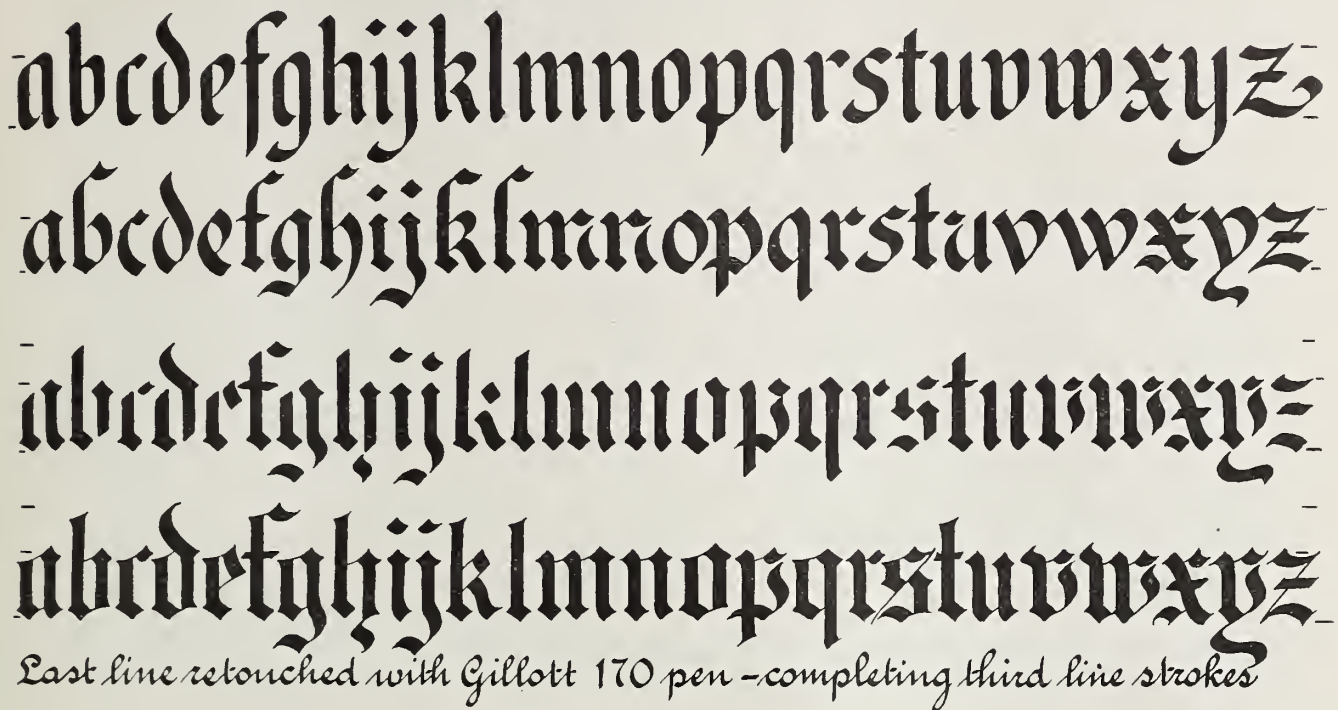
3—In the shops where real fine pen work is executed, such as engrossing and similar lettering, we

take a *very smooth oil stone* and wear a pen thin in the following manner: Insert a Soennecken pen in a holder. Place it flat on its back on the oil stone, press down firmly with your index finger so that your finger nail is resting rigidly against under side of the pen one-eighth inch from end of nibs. By circular or lengthwise motion wear it thinner, using care not to get too thin or damage the points.

4—The pen holder, preferably a round cork style—not too thick. The flat, wooden pen holders made in Germany I do not advise. (These are made for round writing as taught in the German schools.) They serve to get the pen at the right angle when it is inserted by an instructor who knows how it should be placed. If you are inclined to favor a flat holder, I would advise buying a Faber triangular rubber tipped holder. They are very good.

5—The position of the pen and hand in lettering—get this right and believe it—you never can become a high-class pen letterer if you hold your pen holder up in what is known as a correct penmanship position; that is, above the knuckle. On the contrary, it should be dropped to what the teachers in the grade schools told you was an incorrect position, and in this position the holder will rest right against the lower end of knuckle joint. The hand is thrown over on the side (not a penmanship position, either) so that if a wire nail were driven perpendicularly through the knuckle joint of index finger it would come out and rest against the palm of hand at the base of the little finger. In other words, the hand is thrown over on the side so that the knuckle of the index finger is almost directly above knuckle joint of the little finger, and this leaves a kind of fig-shaped opening between thumb and index finger as you look down from above.

To get this position extend your fingers and thumb so that they are absolutely rigid. Next, lay the hand on table absolutely flat. Without bending fingers, up-end your hand until it rests on its side at a right angle to the table. With your left hand place a pen holder in which is fitted a Soennecken pen in crotch between index finger and thumb. Let ball of index finger rest right on very end of the pen holder. (In very accurate pen work we let the finger rest on side of pen



itself.) Now, without raising hand from table, arch the fingers, bend the thumb, let pen holder rest on second finger at base of nail of said finger, throw fourth and fifth fingers up into palm of hand easily and naturally, then let hand fall over until pen rests lightly on paper.

This will give you a correct position. Try and maintain it.

Last, the thumb and index finger each rest against a side of the holder so that if you look down from above you will see pen holder from end to end. (The index finger does not rest on top of holder.)

The use of an ink retainer is advised, and when used it should be placed so the end of retainer is about one-sixteenth of an inch above and about same distance back from point of pen. (How the use of retainer may be avoided with certain inks and certain sizes of pens will appear in the next article.)

For practice work get a good bond or ledger paper. Cardboard is a dangerous thing for me to recommend, as there are so many different surfaces and few of them fit for good pen lettering—and paper is cheaper. Use Higgin's or Dietzgen's India ink. The last named is better at present, though the first is best known.

Now let us return to paragraph five where we say, "With your left hand place a penholder," etc., but the next sentence I will change to—Grip penholder lightly between thumb and index finger with the second, third and fourth fingers all curved out from the hand like the wing of a bird, so that they are absolutely as useless as if they were cut off.

Dip your pen in ink and with the hand in this position try making a row of "diamonds" as in exer-

cise No. 1. My reason for this position is that nearly every student puts tremendous pressure on a pen, swears and fumes while he does not realize the pen doesn't make a good stroke because it is not squarely on the paper.

Get one side of nib on the paper and you can press and swear till doomsday and you will get nowhere. With the pen held as directed you cannot exert much pressure on the pen, and that is what we want to strive for. (This does not apply to cases where we are oft compelled to letter on rough mat boards with a pen, a feature which will be taken care of later.) Strive in an easy, graceful, natural manner to make a row of perfect "diamonds," endeavoring to get your pen points squarely on paper—remembering also ink flows too freely or not freely enough from a new pen. On all the exercises keep the paper squarely in front of you. Your line of lettering should be on a line with your nose—and don't get working off to one side. Keep shifting your paper to left, so this position is maintained or sway body to right to achieve the same result.

If you care to take the trouble you may, instead of dipping your pen in the ink, fill under the top of ink retainer with another pen. However, care must be taken not to get too much ink.

It is possible that a local stationer can supply you with quadrille ruled paper, eight squares to the inch. This is fine for practice work.

At the end of each exercise you will see dashes. You will please make your base and top lines the same height that I have mine and use a No. 2 pen. I am going to ask you again to do this—don't increase

the height a fraction—get it exactly the same as mine.

Students as a general rule want to flounder around too much. Don't get too reckless. Use your head and *think*. The hand only plays a minor part. Study the forms of letters. Go over the strokes and letters as they appear, and bear on the page of magazine with a dry pen and see if it helps you any.

All letters here were made quickly, free hand. They have not been ruled up with a ruling pen and T-square to attain accuracy nor have they been reduced in size in engraving. On the contrary, work that is zinc etched in same size as original always has defects magnified. A few lower case alphabets are shown. Take them one at a time and work conscientiously upon them. I am not much of a believer in "strokes." That is, the practice of page after page of strokes. Remember when you got your first pair of ice skates? A "bean ball" was nothing compared to some of the bumps you got, but you came right back for more. I believe in studying the form of the letter and coming right back when you make a bad one—but quit when you get tired.

The months of June and July will be hot, probably too hot in some of our states for practice during the nights, but the early morning hours are glorious, and I would suggest they be utilized in order to get in a little practice every day.

Stop work if your eyes hurt or your fingers or wrist cramps.

I have not as yet had time to figure out a prize system, but I intend at the end of this series to give some sort of a prize to the person who makes the most improvement during the twelve months.

For this reason, I am going to ask that all readers following the series send in a sample sheet of their first attempt at the exercises shown in the current issue by the middle of June, and a final practice sheet of same and a first attempt at the July lesson by July 15th, keeping this up regularly throughout the year.

Foreign readers, of course, are guided by distance. Send practice work on paper only, preferably a sheet the size of a letterhead and, to avoid confusion, address letter as instructed at end of article.

I may be overstepping the boundaries of this article when I call attention to the number of display managers amongst the Canadian fraternity, who went to France. Many intimate friends I had amongst those who volunteered. Some of our Canadian readers may know something of these boys, and I believe that we would all like to get—and God knows it will be meager enough—a little information about the ones who went almost to a sure death.

Send samples of work to G. Wallace Hess, care Merchants Record Company, 431 So. Dearborn street, Chicago, Ill.

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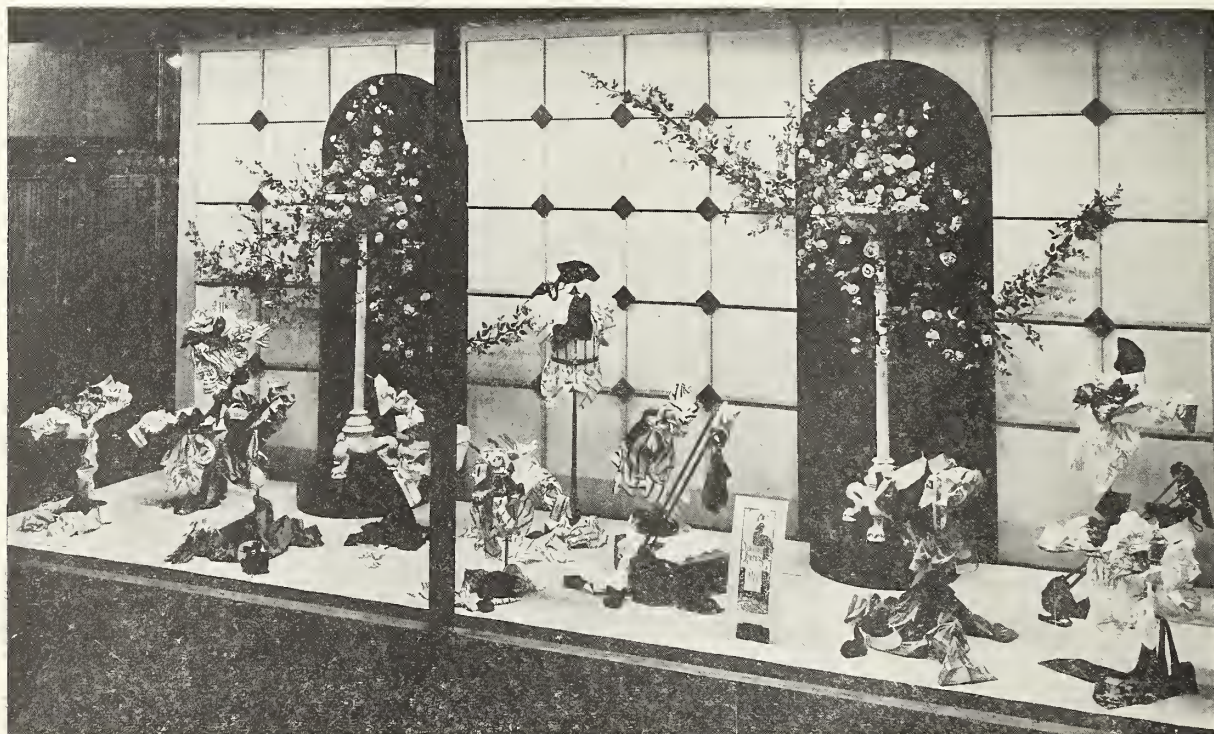
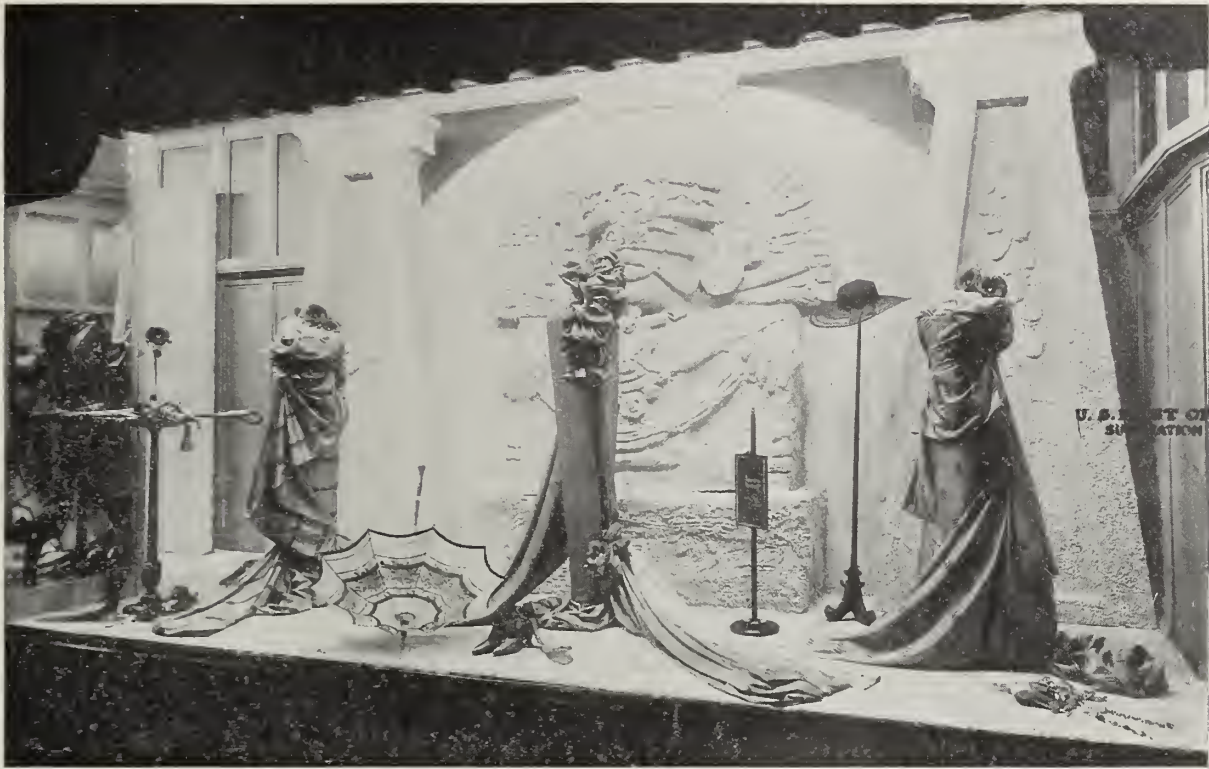


Plate No. 4356. Men's Furnishings Display by W. E. Zenutzsch for Famous-Barr Co., St. Louis, Mo.

This new art setting proved exceptionally desirable for this sort of display as well as for many other showings. The background was a 9x22 painting in solid color, Nile green. In front of this painting was used a lattice work of two feet

square frames. In front of that were two panels with a small platform in deep green with a flower stand on either platform. The flowers were pink roses, and green foliage was also used. The floor was in large blocks of Nile green.



Plates Nos. 4357-8. Display by H. H. Tarrasch for The F. & R. Lazarus & Company, Columbus, Ohio.

In these very unusual displays Mr. Tarrasch featured the showing of South American and Peruvian styles against Peruvian backgrounds, taken from the ages from which the designs originated. As the South American and Peruvian fashions are much in vogue this season, this scheme was up-to-the-minute and happily carried out. The

entire stretch of Lazarus' windows were carried out in this effect and in some of them exact reproductions of Peruvian gods were shown. These were taken from ancient photographs. In the execution of this work plaster and cement were used. Other details of the displays are clearly evident from the reproductions.



DISPLAY BY H. H. TARRASCH FOR F. & R. LAZARUS & CO., COLUMBUS, OHIO.

THE NATION'S BUSINESS

A Year Of Great Prosperity Faces Us—Display Men Should Be Allowed Usual Amount For Displays—Speech By Secretary Howe

A PROMINENT display man who visited the MERCHANTS RECORD AND SHOW WINDOW a few days ago informed us that his allowance for window displays for the year had been considerably reduced because of the present condition of things in this country. This is undoubtedly a grave error on the management's part and the result will be manifested in no uncertain manner when the end of the year rolls around. Perhaps the big scare that came out of a few big cities and brought about by the practice of strict economy by those who would not be thrown into a state of starvation regardless of the peril of the country, has had some influence.

This country is facing one of the most prosperous years in its history and it behooves every merchant to make the best of his opportunities and get his share of the money to be spent in the country during this year. Never before has there been as much money destined to be expended in the United States. And the prosperity which we predict will be ours despite the war.

Eldridge L. Howe, secretary of the National Retail Dry Goods Association, in a recent talk on the apparent tendency upon the part of some women

in a misled spirit of patriotism, to create a general wave of retrenchment, and its possible effect on business, said:

"While nobody can take exception to the rule of at all times practicing intelligent economy, there is a positive danger in advocating or encouraging any widespread, unnecessary, unintelligent, hysterical economy at this time. The high prices of food-stuffs, as I pointed out in an article in *Women's Wear* some time ago, might possibly curtail the expenditures for dry goods, but such necessary curtailment would be individual only and would be guided by individual necessity only. To encourage a country-wide economy because of the war, until the need for such a course is plainly imminent, would be like killing the goose that lays the golden egg.

"The first to feel the effects of such a movement would be the stores, and any serious curtailment of the output of the stores would result in a reduction or lack of profit, and imperative need for the elimination of many employees and a general stagnation of business.

"Inasmuch as the stores are merely distributing mediums for the manufacturers, the reaction would be immediately felt by all manufacturing industries with a serious curtailment of production and employment.

Stability Is Necessary

"No one questions the good intentions of the

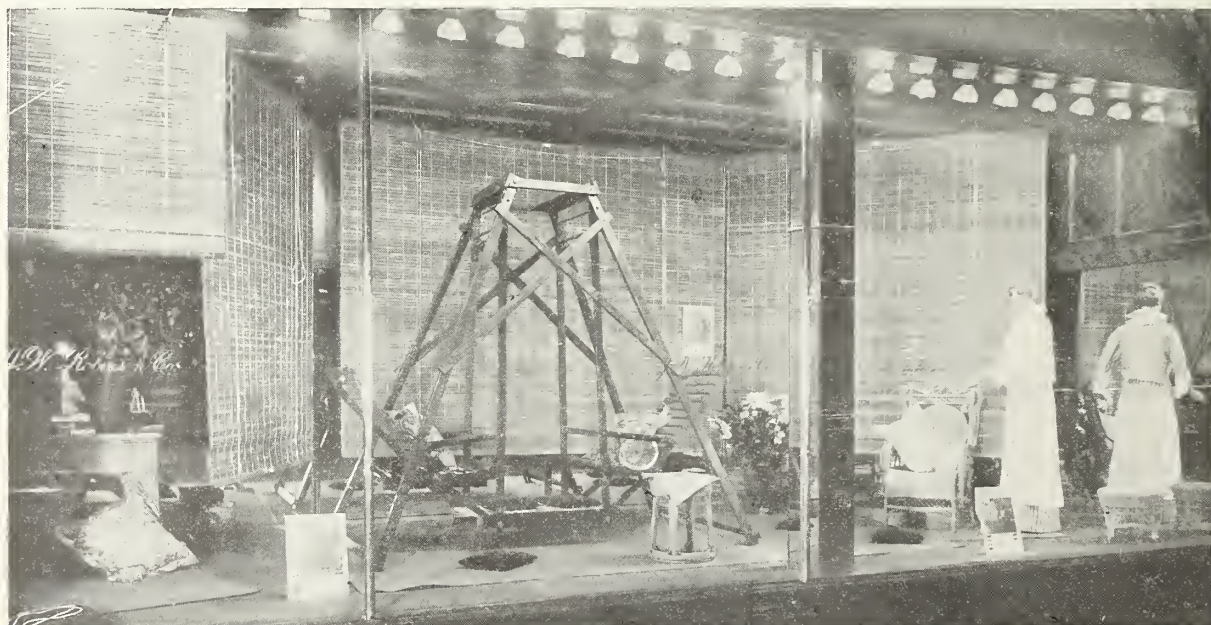


Plate No. 4359—Porch Display by T. H. McCabe for J. W. Robinson Co., Los Angeles.

How to add to the home another room by means of practical and attractive shades was amply and alluringly depicted in this setting. To look upon this scene with its cool suggestions of ease is to wish to at once provide oneself with the accoutrements for its duplication. The green

rolling shades, the swinging seats, the hammocks, the low tables and comfort yielding chairs are exceedingly attractive. A large bronze vase filled with summer flowers appeared in the display and two lithographed cards were placed in the foreground.



Plate No. 4360. Millinery Display by W. E. Zemitzsch for Famous & Barr Co., St. Louis, Missouri.

This background and new art setting was done in different shades of French greys and pale lavender and created great attention and was beautiful in its simple art. The woodwork was composition board and lattice. Two

flower stands, finished in French grey, appeared in the window, one at either end of the background. These were filled with large sprays of pansies. The flooring was in solid color of grey. Small cut-outs also featured.

prominent people who are advocating economy in dress and living, but thinking men are questioning seriously the good judgment in even appearing to attempt to influence the people of the country to such action.

"I was in Washington the latter part of last week and talked with a number of prominent men, and all, without exception, deplored any such tendency. As they expressed it, 'business should go on in the even tenor of its way with as little upset as possible, if this country is to do everything expected of it in connection with the war.'

"There seems little need of any hysterical action and the more calmly, systematically and intelligently this country goes about its war preparedness the greater will be its efficiency.

"The women of the country should continue their normal purchases according to their requirements and their means.

"The statement of Howard E. Coffin, of the Council for National Defense, should be carefully digested by every consumer in the country. Consumers should keep the business wheels revolving. In doing this they will be performing a patriotic duty. If the business of the country is to support the war financially, the business wheels must not be slackened.

In speaking of the retail business outlook under present conditions and the possible effect of such an economy movement, Mr. Howe said:

"As to the outlook for business, it will depend upon how widespread becomes the 'hysterical economy wave.'

"If the women of the country generally, not through necessity, but because of the misinterpreted national necessity, decide to seriously curtail their purchases, the effect will be definitely felt on merchants and manufacturers."

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STORES TO OPEN LATER

COLUMBUS, OHIO, stores, members of the Retail Merchants' Association will not open their doors until 8:30 a. m., beginning Monday, June 8. Extension of the opening time thirty minutes is done to comply with the fifty-hour week women's labor law, passed by the last general assembly. It is pointed out that this change will give employees more time for gardening purposes.

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A CLEVERLY arranged window in the annex of Bluem's Store, Lima, Ohio, showed some of the novelties which have been designed to make gardening a pleasure. The most interesting feature was the new outfit which may be worn by women who desire to do their own digging and planting as well as caring for the growth of products. It is a one-piece outfit made like a commodious house apron of dark blue, but in place of the customary loose skirt, the lower part is made in bloomer effect.



Plate No. 4361. Refrigerator Display by M. A. Winn for People's Outfitting Co., Detroit, Michigan.

Two high ice peaks stood out in the background and were made from a light frame covered with papier-mache. Frames were also made to fit over the refrigerators and handled in the same manner as the ice peaks. A large mirror was placed on the floor to serve as a waterway. The night effect in this window was exception-

ally clever. The window was in blue grey tint, with the Arctic sun showing its rays over the horizon. The foreground ran into a greenish tint with white high lights. The tips of each peak were finished in metallic. A flood of purple light thrown over the window with an occasional streak of white light gave it an original Arctic atmosphere.



Plate No. 4362. Display by E. C. Roh for West's Drug Store, Grand Rapids, Michigan.

This display was placed at the opening of the American Bowling Congress, held at Grand Rapids recently. The display featured a particular brand of cigars and the results from this window were pleasing to the display man and owners of the store. A velour background was used with cigar boxes cleverly arranged. The figure of

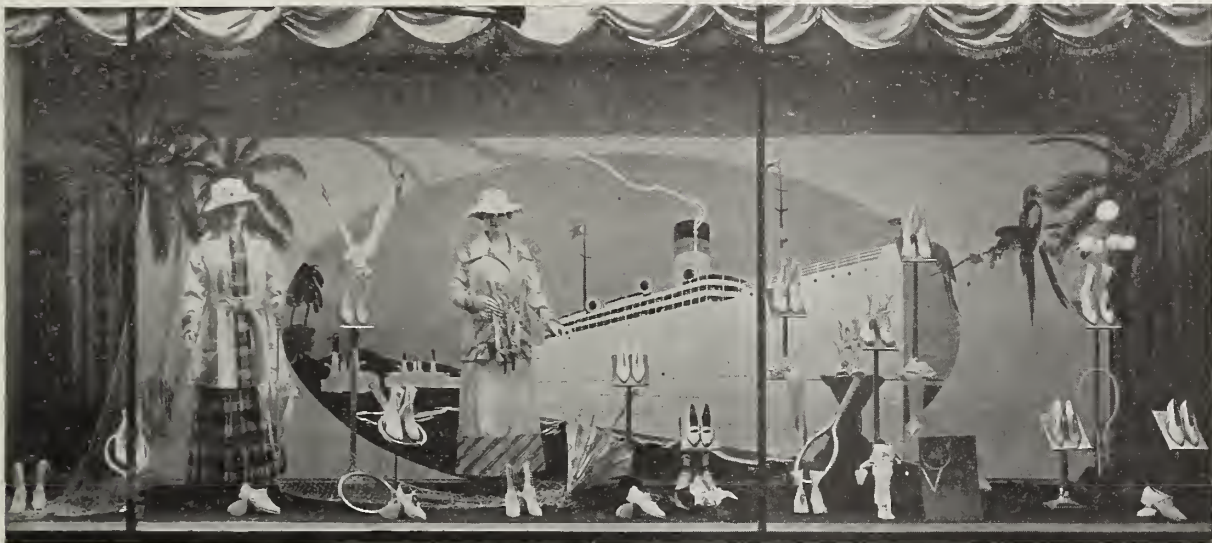
a bowler in action was cut from heavy card board. A set of regulation pins were placed at the right of the window and a 16-lb. ball appeared in the foreground, seemingly on its way for a "perfect hit." Several attractive cards announcing the big bowling event were placed about the display.

DISPLAYS BY MR. PAXTON

WE ARE reproducing on this page two displays as placed by R. L. Paxton, display manager for W. C. Stripling, Fort Worth, Texas. Mr. Paxton is one of the leaders in the display profession and is considered an expert on background designing and construction, many of his articles on this important branch of the profession having appeared in trade journals throughout the country.

shoes were all white, lined with green crepe paper filling, and a small, green price ticket lettered in white appeared on each pair of shoes. Three parrots in high colors were shown in the background.

The display of fruits and syrups were placed to acquaint the public with the quality served at the Stripling soda fountain. A small orange tree, and a large lithographed cut-out showing an assortment of fruits in natural sizes and colors gave an attractive



VACATION SHOE DISPLAY BY R. L. PAXTON FOR W. C. STRIPLING, FORT WORTH, TEXAS.

The displays reproduced here show a vacation shoe window and a special display of fruits and syrups. In the former the background represented one of the Great Lakes. A tennis net and a few rackets were used to carry out the vacation idea. Miniature palm trees and ferns were used. The

originality to this display.

The original background is of circassian walnut, with a special background in poster effect. The center was filled in with a sun-burst of light blue crepe designed with small pink roses. Green carpet covered the floor.



FRUIT DISPLAY BY R. L. PAXTON FOR W. C. STRIPLING, FORT WORTH, TEXAS.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS

—WITH A FEW CHANGES THEY MAY BE MADE TO

APPLY TO ANY BUSINESS—WORK THEM

OVER TO SUIT YOURSELF

Some of the New House Dresses—The material in these at \$1.50 is excellent percale. The workmanship is hundred point in every respect. They are finished in attractive pockets and belts; stripes in lavender, blue and pink on white. At \$1.75, there are styles in chambray with novel flat collars. There are pockets with openings on the side done in new ways. These at \$2.50 are also made of percale in stripes. The waist-line is shirred. Porch Dresses of cool summertime lawns and batistes with florals in delicate tints. Many delightful styles; price range from \$2.25 to \$4.50.

The Silk Bulletin—White Pongee, 75c yard. One of the favorites for summer use. A beautiful quality with a characteristic and delightful pongee finish; 36 inches wide. It is used for wash skirts, dresses and suits. White Tussah, \$2.95 yard. Medium weight for summer, 36 inches wide. Ivory white and then green, gold, gray and blue. For sports suits, coats and skirts; all pure silk and very serviceable.

Here Are the Good Skirt Linens That Women Want—Five very desirable grades are here, in different weaves and widths, and in white and oyster white shades, all at reasonable prices, considering how hard it is to secure goods of this kind. Ramie weave oyster white skirt linen, 36 inches wide, 50c a yard. Ramie weave oyster white skirt linen, 42 inches wide, \$1 a yard. Extra-heavy white ramie weave skirt linen, 45 inches wide, \$1 a yard.

Children's White Sale Undermuslins—One of the most important things about these little garments is the fact that all the materials and all the trimmings are most generous in quantity and quality, and just as dainty and neatly made as possible. Petticoats on bands, 25c to 75c, 4 to 14 year sizes. Princess petticoats, 2 to 6 year sizes, 25c, 35c and 50c, and in 6 to 14 year sizes, 50c to \$1.25. Petticoats, 32 to 36 inches, in muslin, sateen and percaline, 50c to \$2.25. Drawers, 18c to 75c, according to age, 2 to 16 year sizes. Envelope chemises, 32 to 36 inches, 50c to \$1.25. Nightgowns, 6 to 14 years, 50c to \$1.25, and special cambric and nainsook gowns, high or low neck, 14 to 18 years, at 95c.

For Baby—Little white Gertrudes of flannel or flannellet finished with pretty shell-stitched edge or silk tape. In flannel, 50c to \$1.50; flannellet, 25c. Long flannellet skirts with cotton waists are 25c. Of flannel \$1 to \$1.50. Flannellet sacques with pink or blue shell stitching and ribbon tie, 25c. Flannellet wrappers are 50c. Shirts made wrapper front and pin back style range from 25c for all-cotton to \$1.10 for silk-and-wool. Little nainsook skirts with waist top or in Gertrude style are embroidery or lace-trimmed. 65c to \$1.

The Hosiery News—Silk Fiber Hose for women. Seamless, double lisle garter tops, heels and toes. White, black and colors—50c. Wayneknit Boot Silk Hose for women, full fashioned, with lisle garter tops and double lisle soles, and high spliced heels; in white, black and colors—65c pair. Wayneknit Hose for women in black, fine or medium rib, with double knees, heels and toes—25c pair.

\$1 for a Lifetime of Trousers Pressing—This is the price of a very good trousers press that takes the place of your trousers hanger. It weighs only twenty ounces, folds in the middle, can be put away in a bureau drawer or carried in a suitcase, and will keep your trousers in perfect condition—properly stretched and free from wrinkles. Made of waterproof fibre board with steel clamps. \$1 each, in the House Furnishings Store.

There Is Such a Thing as Summer Door Curtains—Curtains made of light, airy madras, calculated to least obstruct any vagrant breeze and pleasant to look upon in warm weather. In fact, they are made especially for Spring, Summer and early Fall when the heavier curtains come down. Very pretty light colors, plain or iridescent, \$5.50, \$5.75, \$6, \$6.50 and \$7.25 pair.

The Extraordinary Sale of Women's Beautiful New Dresses Goes on Today—These are the dresses that we bought in New York last week, clearing up the salesroom of one of the greatest manufacturers in America, one whose specialty is the reproduction of the finest of French models. He sold us more than a thousand dresses on such terms that we were able to offer them at considerably less than half what these very same things have been bringing in some shops in New York and Philadelphia within the past two weeks.

A Wonderful Collection of White Silks—Three of the best that can be bought are 40-inch white habutai at \$1.75 a yard; 36-inch white wash satin at \$2 a yard, and 40-inch charmeuses at \$2. Taffetas, \$1.25 a yard. Crepe de chine, \$1.50 to \$3.50 a yard. Poult de soie, \$1.25 a yard. Crepe meteor, \$2 to \$4 a yard. Satins, \$1.60 to \$7 a yard. Georgette crepe, \$1.75 and \$2 a yard. Jersey silk, \$1.50 to \$3 a yard. Sports silks, \$2.50 to \$4.50 a yard. Habutai, 65c to \$3 a yard.

Black Silks, Some Under Price—Our stocks of Black Silks are so large and varied that we are always in a position to supply every need and also to have many special values from time to time. These are both fashionable and reliable: Dress Satins, \$1.50 to \$6.00; Crepe Silks, \$1.65 to \$4.00; Gros de Londres, \$1.50 to \$2.50; Satin Messaline and Peau de Cygne, \$1.35 to \$2.00; Chiffon Voile, Marquissette and Crepe Georgette, \$1.00 to \$2.50; Taffeta, \$1.35 to \$2.50.

Housedresses and Kimonos Present Most Interesting Values—New daintinesses of design, new prettinesses of patternings and new harmonies in color—all lend special values to these well made garments for wear in the home.

Fluffy White Net Frocks for This Year's Graduates—None of the bother of fittings, of worrying over the styles and appointments with the dressmaker; all this is saved by the girl who chooses her frock here. She knows exactly how lovely it will look (there's no uncertainty about it!), and she can get a prettier frock for less money. There's one charming little dress at \$16.50: with a new frilled skirt, with side panniers, a low, round neck (that's not too low), three-quarter sleeves, and finished with satin girdle and rosebuds. It is particularly pretty. And there are ever so many more, in various styles, \$13.75 to \$27.50 apiece, of net and embroidered voile, all as pretty as posies. 14 to 20, as well as junior sizes; 15 and 17 years.

Over 4,000 Pieces Valenciennes Laces, 10c to 49c. Dozen Yards, Values 19c to \$1.29—Another branch of the wonderful White Sale economies which offers the very Laces which are used in vast quantities for spring and summer trimming purposes at a fraction of their worth. These are an importer's broken sets and discontinued patterns, all the fine French Valenciennes Laces in round and square meshes. Insertions and Edgings, some to match. On a Main Floor Table tomorrow at 10c to 49c, a piece of a dozen yards.

Girls' Smart Military Capes at \$15—This Summer will see a number of these military capes at the shore and in the mountains, for they have warmth enough for comfort and will not crush sleeves and soft frocks beneath. They are of dark blue serge, with detachable hoods lined with red flannel, fasten high in the neck with military buttons and are in 8 to 14 year sizes. \$15 each.

New Cotton Waists with Frills Arrive—And every woman with a tailored suit seems to want one, for there is nothing quite so effective with a suit as a crisp white Waist with a soft, billowy frill. And nearly all the waists of voile and batiste are trimmed with fine laces—Valenciennes, filet and Irish crochet; some have lovely hand-embroidery. Prices \$1.00 to \$8.75.

Dress Coats of Silk and Soft Wool Cloths Are in High Favor—Those easy-fitting, full, softly-belted effects that lead one into all sorts of speculation as to the exquisite daintiness of the frocks beneath; and which are usually cut low in the neck and short in the skirt to afford a refreshing peep at the lovely frocks which the Coats enhance with their beautiful colorings.

Children's Socks—In white and plain shades, also white with fancy roll tops in pink, light blue and black. Of cotton, plain and mercerized, 25c and 29c. Artificial silk, 35c, or 3 pairs for \$1.00. Thread-silk, 50c and 65c a pair, according to size. Infants' Hosiery—White Artificial Silk-plated Stockings, 35c, or 3 pairs for \$1.00. Ribbed Silk Stockings, in white, sky blue and pink, 65c.

The Summer Sale of White Brings Forth Undermuslins in Fluffy Heaps—Nightgowns, 85c. Soft nainsook nightgowns in slip-over, Empire style with wide ribbon-run beading marking the high waistline. Silk Envelope Chemises, \$1.50. Such cool, light things of flesh pink China silk with shoulder straps of satin ribbon.

Handkerchiefs—Men's soft finished cambric Handkerchiefs with colored borders, 1-inch hemstitched hems, 2 for 25c. Women's all pure linen Handkerchiefs with initials in broken assortments. Some of them are colored, 3 for 50c. Children's Handkerchiefs, soft linens and cambrics, white or colored borders, 5c each.

A Stock Adjustment Brings 400 Pairs of Women's Pumps, \$3.85, Values to \$6—These pumps are all perfect and there is excellent range of sizes in the assortment, though not every size in each style. Gray kidskin, patent leather and patent leather with white kidskin quarters; also brown suede Pumps with gilt colored buckle. Turned and welted soles, French heels. Truly wonderful values in these times at \$3.85 a pair.

High Luster Wide Black Satin Ribbons, Special at 29c—Not often, even in times when Ribbons have been plentiful, are Ribbons such as these purchasable at a price so low in comparison to their real value. They are a lovely quality, perfect weave, a rich, deep lusterful black, soft finish, and full seven inches wide. For the new girdles, for bandeaux for wear under sheer black blouses, etc. Very special value at 29c a yard.

An Important Summer Sale of Women's Silk Gloves—A great collection of fine sample gloves from one of the best glove makers in the country. If in complete assortments of sizes bought in the usual way such gloves as these would be marked at considerably more. At 55c Pair. 1,800 pairs of fine Milanese silk gloves, long and short, all with double-tipped fingers. Among them are gloves with Paris point stitching or four or five rows of heavy embroidery on the backs. Gloves with embroidered wrists. Gloves with contrasting hems and embroidered backs to match. A few with the strap wrist. In pongee, light and dark gray, gold, navy, brown, tan and plenty of black and white, mostly medium sizes.

Unusual News of White Shoes—Our grasp of the shoe situation is firm. We know where and when to buy, and for that reason we are in a position to sell you excellent and fashionable shoes for less. That statement is abundantly substantiated by the following values in white boots for immediate wear. White Kid Boots, glazed, hand turned soles, 8½ inches high, \$8.35. White Kid Glazed Button Boots, turned soles, covered heels, 8½ inches high, \$8.35. White Linen Boots, 8¼ inches high, welt soles, high arch, \$6.35. White Buck Lace Boots, new low heel, welt soles, wing toes, white sole and heel, \$6.35.

Imported Ecru Madras Dutch Curtains, Record Values at \$1.35 and \$1.75 Pair—Could there be a more inviting offer at the very time when summer homefurnishings are uppermost in so many minds? Of fine sheer madras, in beautiful patterns, all headed and ready to put on rods, complete with valance. These Curtains could not be imported today to sell for near our price for them.

Charming Hats of White—Young women have a fondness for hats of white—they are so youthful and so becoming. These new ones bring an air of summer with them, for one can fairly picture the frocks of airy voile with which they will be worn. Little hats and big ones—the latter particularly picturesque with their broad brims and flatly-laid trimmings. \$5 and \$6.

Summer Curtains at \$1.75, Values to \$2.50—Madras, Scrim, Marquisette and Filet Nottingham Lace Curtains. A large quantity of these popular summer Curtains—thirty-five styles in all, including fine imported ecru Madras Dutch Curtains, white and ecru Scrim or Marquisette Curtains and white and ecru square mesh Filet Nottingham Lace Curtains. Plain and Bordered Scrim and Marquisettes, 18c a Yard. Values to 25c. Thousands of yards, in white, cream and ecru. Hemstitched edges, open drawnwork effects and plain Scrims. Manufacturer's Stock Clearance of Cretannes, 35c a Yard. Values 48c to 75c. 2,500 yards of fine Cretannes in rich colorings and beautiful patterns.

Flowered Cretonne Sets Refreshing for Summer Bedrooms—Curtains with valance, \$2 and \$2.50 a pair, in blue, pink, or yellow. Bed sets, \$4.50 and \$4.75 each. Couch covers, \$2.50 each. Table covers, 85c and \$1.25 each. Scarfs, 60c each.

Sale of Men's Shirts at \$1.50, \$2, \$2.50, \$2.95, \$3.95—A rare collection of shirts in a most unusual showing of new fabrics, in designs and color combinations which are distinctly individual. Better shirts were never offered at these prices. The colors are all guaranteed fast, and the tailoring throughout has been executed by the best of America's shirt-makers.

English Sport Clothes for Men; Sport Suits—From Ulster House in London we get our Kenneth Durward suits. Ideal suits for golf, for the out-of-door man. Tweed suits and shepherd plaid, free-play backs, huge useful pockets. Suit, \$37.50, with knickerbockers or long trousers. Suit, with extra vest and trousers, \$60.

For the Bride, Silk Hosiery—Plain white silk, full fashioned, with lisle garter tops, double lisle soles, and high spliced heels, \$1.50 per pair. Wayne knit pure thread white silk hose with lisle garter tops, double lisle soles, and high spliced heels; in regular and out sizes, 85c pair.

Finer American Dresses for Women—Marked Now a Third Less Than Before. Dresses for sport, for the shopping trip into town, for the rather formal luncheon, for the afternoon at the club, for all the patriotic activities of the moment—afternoon or evening. There is only one dress of a kind in most cases. Nearly every material is represented, Tussore crepe Georgette, cloth of silver, tissues embroidered with gold, many delightful fabrics. Some are original models created in America of which all Americans can be proud because they are individually different. Others are copies of Paris models which have captured the feeling of French clothes. They will be offered for the first time today at \$55 to \$150.

Navy Blue Serge Frocks—They fit in and fill out the wardrobe. The most serviceable dress in the world is the navy blue serge one-piece frock. It rather "fits in" and "fills out" the wardrobe. Suitable for traveling, for every day; many women when "in doubt" about "what to wear" slip into a little serge frock. Navy blue serge frocks of distinction can be beautifully made by inexpensive dressmakers under the supervision of women who are able to design and direct. Navy blue serge, many weave Imperial serges, gabardines, tricotine, Poirer twill, yachting serge. French twill serge, all wool; excellent colors, all "true blue," \$1.10 to \$5 yard. An imported serge, exceptionally good for the price, 54 inches wide, \$2.65 yard.

Some of the New House Dresses—The material in these at \$1.50 is excellent percale. The workmanship is hundred point in every respect. They are finished in attractive pockets and belts; stripes in lavender, blue and pink on white. At \$1.75, there are styles in chambray with novel flat collars. There are pockets with openings on the side done in new ways. These at \$2.50 are also made of percale in stripes. The waistline is shirred. Porch Dresses of cool summertime lawns and batistes with florals in delicate tints. Many delightful styles; price range from \$2.25 to \$4.50.

New and Pretty Upholstery Fabrics remind one that this is the ideal time to have furniture re-upholstered; also to have other drapery work executed for the comfort and coolness of the summer home. Prices are low, lower than such good work usually costs.

Start with Fresh Summer Curtains—Upholstery Store has thousands of them. Thousands of right kinds. Enchanting Ritz-Carlton striped net curtains, with a tiny edge of lace, at \$4.75. Filet net curtains with large square meshes inviting every stray breeze to enter through them, are \$1.85. Bobbinet curtains are so durable they last almost forever—for a bungalow nothing is better—at \$3. Dotted filet net curtains with lace edge are pretty for a summer living room, at \$4. Muslin curtains, madras curtains, marquisette, voile, scrim, and novelty curtains—the variety is endless between 75c and \$5.

98c French Dress Linen, 69c—In a weight that makes it highly desirable for summer skirts and suits, and in variety of color great enough to include all the favorite shades of the season, this offering of French Dress Linen at 69c a yard is highly important. The colors include oyster, cream, tan, brown, lavender, ecru, leather, amethyst, light and dark Copenhagen and navy blue; 46 inches wide; regularly 98c a yard, special tomorrow at 69c a yard.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Hermes' Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

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MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of

The International Association of Display Men

*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

June 1917

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A TAX ON KNOWLEDGE

THAT clause in the war revenue bill now before Congress substituting the zone system for the present method of applying postage rates for distributing second class mail matter, not only is unfair to, and bound to work hardship on the country's thousands of periodicals, but means that the knowledge of the readers would be curtailed. For this last reason, the rank and file of citizens are protesting. True, the publishers will lose in dollars, but the unfair method will be extended to those who depend upon trade papers, and other periodicals for knowledge they are unable to get through any other channel.

It is the opinion of this journal that the bill as it stands proves that the Government has failed to realize that this bill will kill rather than foster. Its passage means the overturning of the periodical publishing business, a great decrease in the volume of such matter, and the extinction of great numbers of these papers whose object is to disseminate knowledge. Of the number remaining, it is safe to say, that over ninety-five per cent will have to raise the subscription price.

None can question the fact that a great number of papers now printed and put into circulation at regular periods will be greatly curtailed, and the curtailment of these periodicals will manifest itself on one of the most important purposes of the Post Office department. It cannot be denied that the greatest single instrument of education is the newspaper or periodical, and the people of the country depend on such mediums for knowledge of what is going on in the world about them, and ideas that may be applied in the every day work of the classes. It is through the periodicals that this knowledge is diffused and it is of unestimable value in effect.

The trade, technical and class papers are serving the public; they are giving to the people of every little hamlet and town something which they could not otherwise receive. They are giving the public a great service for small cost. This they have been doing and were able to do because of the comparatively low postage rate on periodicals, and a low rate for such purposes is not only justified but demanded as a benefit to those engaged in the various lines of endeavor.

§ §

ADVOCATES PRICE TICKET

EMPHASIZING the value of window displays to both large and small merchants, L. F. Dittmar, head of the window display department of the National Cash Register Company, delivered an interesting lecture May 10 before the members of the Dayton Display Men's Association and a number of merchants at the N. C. R. community hall.

Speaking of the value of the show window, Mr. Dittmar said:

"People are to a large extent learning to shop through the show window."

He then took up the various phases of window trimming, showing by means of stereopticon slides the methods used by the N. C. R. A dummy window was placed on the stage, and Mr. Dittmar, assisted by the employes of the N. C. R. window display department, showed numerous ways in which merchandise could be displayed to the best advantage. Mr. Dittmar advocated the placing of a price ticket upon the great majority of merchandise placed in show windows.

Following the meeting, an interesting open discussion was held relative to the merits of certain phases of window display. In concluding the program, Mr. Dittmar said that the N. C. R. window display department was open at all times to assist the merchants of Dayton in solving their window display problems.

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LESSONS IN PEN LETTERING

Every reader who desires to better himself in pen-lettering should read the series of articles by G. Wallace Hess, the first of which appears in this number. Mr. Hess is recognized as one of the best show card writers in the country, and it is safe to say he has no peer among pen-letterers. These articles are bound to be of tremendous value to beginners and mediocre card writers.

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CHARGE FOR DELIVERY

IF the resolutions adopted on May 15th by the Retail Dry Goods Association in meeting at the Blackstone Hotel, Chicago meet the general approval of the dealers throughout the country, the time is not far distant when purchasers will be given the preference of carrying their purchases home from dry goods stores or paying for their delivery.

The subject was presented to the convention by A. O. Kraemer of the Hanke Bros.' Company of Cincinnati, and appeared to meet with instant approval among the delegates. It was his suggestion that a "system of delivery for which there shall be a charge" shall be studied out.

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LONDON RETAILERS' PROFITS

THE manufacturing concerns throughout the country are satisfied that this will be the biggest business year in the history of the country and this optimism should prevail among the retailers since without the retail selling wholesale houses would be compelled to close their doors. To be sure the practice of intelligent economy is in order, as it always should be, but from the present outlook, it will not be more imperative during the next year than it was at any other time.

During the past three years we have read very discouraging reports from Great Britain, conveying the idea that business was at a standstill save for

those employed in the making of munitions and other necessities of war, but we learn through the *Corset and Underwear Review*, a strikingly impressive story of the big increased profits in the great retail stores of London. The profits of the Selfridge and Company, Limited, during the past year, due directly to increased sales alone, amounted to £225,137 as against £150,222 for the preceding year.

The profits of other London retail stores for the years 1915 and 1916, as shown by the *Corset and Underwear Review*, were as follows:

Company	1915	1916
Whitley's	£113,515	£128,515
Crowe-Wilson	11,495	16,381
Jay's	12,200	15,200
Dickins and Jones	26,700	50,800
Harries and Company.....	1,700	7,500
Liberty and Company.....	6,100	32,400
Nicholson's	9,600	12,800
Plummer Roddis	17,000	22,600
Swan and Edgar	6,400	15,400
Wallis and Company.....	21,400	30,700

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THE artificial flower houses in Chicago are now busy cleaning out the spring decoratives and replacing them with the new samples of Fall decoratives. From the inquiries received from display men throughout the country fruit sprays and branches will be the popular decorative for the coming autumn.

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Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1917 have been made as follows:

Walter E. Zemitzsch, St. Louis, Mo.
J. W. Turley, Hartford, Conn.
J. H. Addison, San Francisco.
Jack Cameron, Des Moines, Ia.
J. Harold Chadwick, Johnstown, Pa.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

The Value of High Class Draping

—Article 5—

By

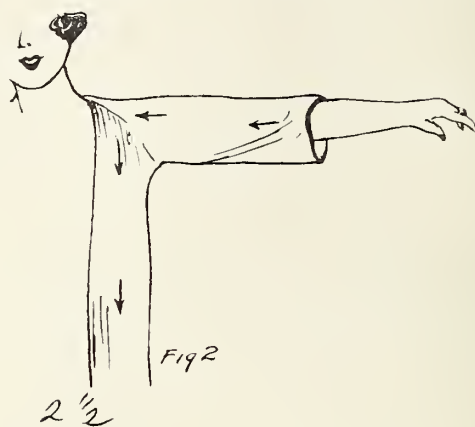
T. Guy Duey

IN the preceding articles I have confined my efforts mostly to gowns and materials more especially adapted for afternoon, dinner or evening wear.

This issue will find every display man in the very heart of the season for summer dress materials, and such being the case I will endeavor to aid the displaymen who find this branch of their work a difficult problem to master, by reproducing herein a garment which is very timely and which can be, with very little study and patience, copied by most anyone.

To be an adept in the art of draping, a display man should practice with every line of fabrics, also study the different uses for which each line is the best adapted. The goal to which we are striving in our efforts towards good form draping, be it an elaborate evening gown or a simple frock for morning or sports wear, is obvious. Principally we aim to attract the passerby to the display of fabrics, but more especially to furnish inspiration or in other

greatly increase the value of the fabrics on display and also those lines which are in close proximity to such displays. Naturally this increases the sales on



these lines and has a tendency to create a feeling of confidence and absolute satisfaction upon every customer who visits such a department. This accomplished, we have hit the nail on the head and driven

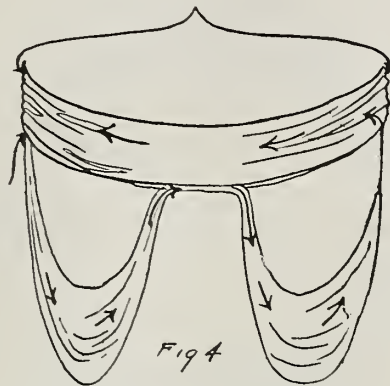


words to suggest to the onlookers how the fabrics displayed would look made up.

It has been proven that this method used not only in window displays, but also in the displays in the different fabric and trimming departments,

it home as far as this individual sale is concerned. Further we have *set the nail* for future purchases in these lines by the mere forethought of proper suggestion, which is bound to spell satisfaction.

The drape herein illustrated is a combination of plain and figured voiles with very little trimmings which consists of a few buttons, a collar and cuff set



and a wide belt and pocket effect of ribbon, or if preferable, the belt and pockets could be made from some other material to match the plain fabric used for garment.

Use a five-yard piece plain voile, shade to be determined by display man, according to shades in stock. Starting at bust with end of fabric, cover the front of the form. Take the other end and repeat same process in back panel of plain voile. Take up



the surplus from between feet, pin same under form and finish off bottom of skirt, as in Figure 1.

Next, take a seven-yard piece of figured voile and with end, near the elbow, start with sleeve, length of goods running parallel with the arm, allowing two

edges of material to meet on top of shoulder, the remainder dropping down forms the side of garment, as in Figure 2.

Repeat these same steps on opposite arm and side, turn under at bottom and you have the garment ready for trimmings as seen in reproduction No. 3.

The belt and pocket effect are produced with plain taffeta ribbon or other suitable materials. The method of procedure is fully described by illustration No. 4. Figure 5 shows the completed drape. Note how the effect is greatly improved by using hat and parasol.

§ §

IN THE JULY ISSUE

BECAUSE of an abundance of special work during the past month, George A. Smith's second article of the series which is appearing in this paper will be published in the July issue. This specialist is attracting much attention in New York by his remarkable skill and is in great demand by the big manufacturing concerns of the American metropolis. He has no peer in that branch of the display profession in which he makes a specialty—background designing, and besides being the practical artist that he is, he is an accomplished writer, and articles from his pen are in great demand. Mr. Smith promises an interesting article for his next installment.

§ §



Plate No. 4363. Straw Hat Display by Clement Kieffer, Jr., for C. A. Weed Company, Buffalo, N. Y.

The background was made of composition board and represented a brick wall with concrete posts at either side of the gate. Daisies and other summer flowers were used profusely on the top of the wall. The floor was covered with imitation grass and gave a rich touch to the display. Natural ferns gave the effect of growing from the sod—it was very realistic. The stands were mahogany and a large card appeared in the center of the display.

§ §

YOU have more time now than you will have at St. Louis. Join the I. A. D. M. Let the Membership Committee tell you all of the big advantages to be gained through affiliating with this great organization.

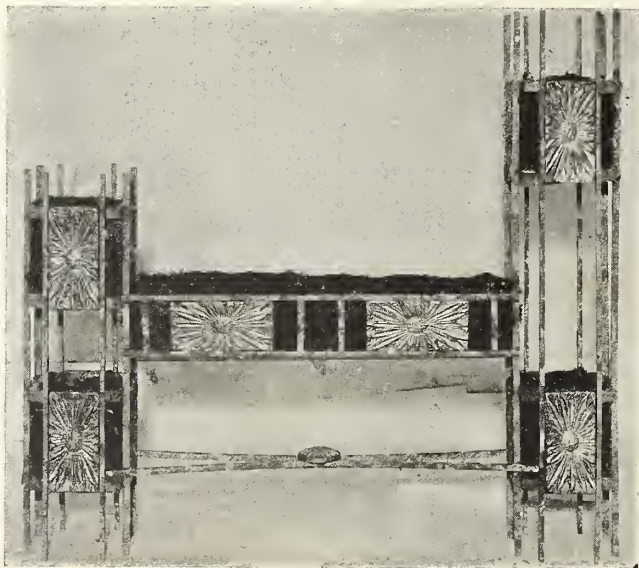
NEW FEATURES

Flower Stand of Unusual Beauty Will No Doubt Prove Popular With Display Men—The Monacle Unit Also An Artistic Piece of Work

WE ARE showing on these pages a new flower stand and unit. These new features have not as yet appeared on the open market, but undoubtedly will prove very popular with every display man. The first illustration shows a unit flower stand which is both practical and artistic. It may be used as a decoration, also as a window divider. It is made of light strips with a papier mache plaque or unit. The sticks are tied to the side of the papier mache unit and then assembled in the manner shown. It is possible to make many other very attractive designs by simply rearranging the pieces.

This particular stand is finished in antique green with the papier mache units done in blue, green and gold metallic which gives a very beautiful effect. The stand is filled with dry moss with a layer of green sheet moss on the sides and top. The stand may be decorated to suit the artistic taste of the display man with whatever floral or foliage decorations as he desires.

The monacle unit is the name given to the idea



illustrated in the third reproduction. It is constructed by sawing the circular part from composition board and then the center is sawed out as shown and backed up with a piece of composition board painted in sky or cloud effect. The circular section is painted black and then decorated in yellow, blue, lavender and red in a modern art design. When the cloud panel is placed the papier mache birds are set as may be seen from the reproduction. The circular top is supported by a round

spindle and base, all of which is painted in black. The arrangement of the flowers and foliage is also clearly seen from this reproduction.



This little unit is a handy article to use along the ledges in the store interior or as a central unit in a window display of shoes, neckwear, and men's furnishings.

§ §

SCHACK TO OPEN GARAGE

JOSEPH SCHACK, one of the best known among display men and manufacturers of window decoratives, is soon to open a modern garage at 5610-5612 North Clark street, Chicago. The new structure will accommodate one hundred cars and be equipped with an up-to-date rest room. Private lockers will be installed and when completed will be one of the best garages in the city.

Mr. Schack will continue his business of manufacturing artificial flowers and decoratives, a business that he built to be one of the largest of its kind in the country, and in which he made a lasting reputation for efficiency and honest dealing.

It is pointed out that display men driving into Chicago will be sure of first-class service—and perhaps cheaper rates—at the new Schack garage.

§ §

THE Membership Committee is on its final drive for new members. Affiliating with the organization of the I. A. D. M. has advantages too numerous to mention. Join now.

NEW ANNEX OPENED

Popularity Of Robinson-Cohen's As A Department Store Of Quality And Service Makes It Necessary To Open Many New Departments

THE great increase in business at the Robinson-Cohen Store, Detroit, Michigan, has made it necessary to make extensive alterations and a three-story annex for wholesale and retail selling has been constructed. With the building of this annex several new departments have been added, including jewelry, men's clothing and hat department. Besides the new departments added, the women's and misses' ready-to-wear department has been greatly enlarged.

The many patrons of the store have been provided with a rest-room, library, school, nursery room and writing room, all being in the new annex.

The formal opening of the new sections took place on Monday, May 21st, and forty thousand engraved invitations had been previously mailed to the patrons of the old store. A fashion show featured the opening, this show being held in the large display windows of the store. Moving pictures were shown on a screen in front of the building. A large American flag floated to the breezes on top of the annex and an X-ray searchlight cast its powerful light on the flag. A five-piece orchestra dispensed popular music and an array of local professional talent added to the enjoyment of the occasion.

The decorations were beautiful with the windows and interior being decorated as gardens of roses. Canary birds gave a good account of themselves in their efforts to outdo the local artists on the program. The pillars were covered with foliage and roses.

Much thought and time was given to the publicity of the opening, and besides the engraved invitations addressed to 40,000 patrons, a four-page circular giving the history of the growth of the store was distributed to every home in Detroit. On the outside page was the announcement of the opening, and the inside pages were devoted to the bargains that were offered for each day of the opening week. Nothing

We Invite You Cordially
to attend the
**GRAND
OPENING**
of our
Greater Department Store

Monday, 2 to 5 p. m.--7 to 10 p. m.

Monday, May 21, 1917, we throw open our doors and bid you welcome to a Newer, Greater Robinson-Cohen Store. We have enlarged and remodeled this entire building—installed new departments—provided new display windows—beautified and extended every section. Occupying an entire half of a city block, this three-story structure is one of the city's greatest mercantile installations. Come to our great opening Monday!

We have provided special demonstrations and displays—moving pictures—concerts—and FREE LIFT GLASS SOUVENIRS FOR ALL! Come and make merry, and help us celebrate.

No Goods Sold on Monday!

**Concert! Souvenirs! Flowers!
Movies! Features!**

The Great Opening Sale Starts Tuesday Morning

Robinson-Cohen Co.
COMPLETE HOME FURNISHERS
CORNER OF HIGH and HASTINGS
FIVE BLOCKS EAST OF WOODWARD FIVE BLOCKS NORTH OF GRANT
NORTH—BOUND FOURTEENTH CASES FACE THE DOOR

was sold on the day of formal opening. All the moving picture houses in the vicinity of the Robinson-Cohen store showed slides of the old store and of the new annex and after each picture was shown a man in full dress announced the opening at Robinson-Cohen's.

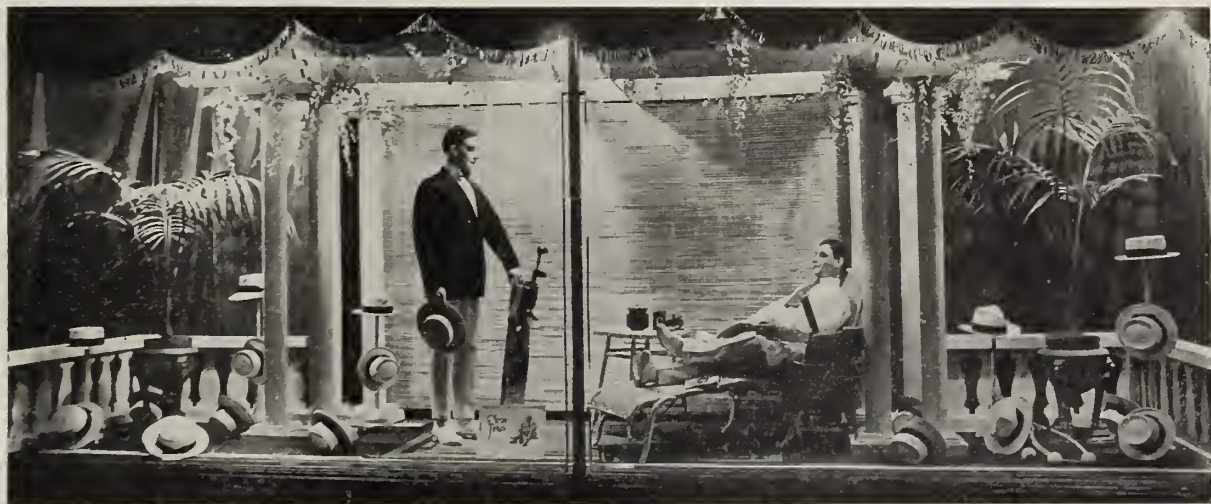


Plate No. 4364. Straw Hat Display by L. A. McMullen for Eastern Outfitting Company, Portland, Oregon.

This very attractive setting showed the display to great advantage. The pergola was something new to Mr. McMullen's windows and made a decided impression. The unusually fine wax figures added much to the display, and the use of

summer flowers and palms lent a rich porch effect. The setting was backed up with black, while the pergola, porch shade and furniture were in cream finish. A straw matting covered the center of the floor.

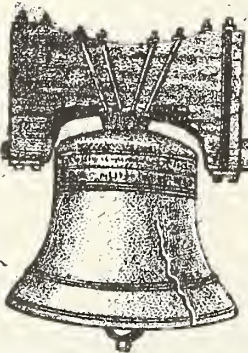
THE LIBERTY LOAN

Great Publicity Campaign Now in Progress for the Sale of Liberty Bonds—Display Men Prompt in Aiding The Cause and Many Attractive Displays Have Been Placed

PERHAPS the most extensive publicity campaign ever conducted in this country is now under way to place before the people the necessity of purchasing liberty loan bonds.

Newspaper publicity, in advertising and editorial columns; the placing of 1,000,000 striking posters in various cities and towns, utilization of 11,000 billboards, use of moving picture houses, and presentation of a special scenario on the screen, besides active personal work of thousands of men affiliated with civic, commercial and industrial bodies—all these sources will keep before the public constantly the slogan, "Buy a liberty bond!"

Subscribe for "Liberty Loan" Bonds Here



We are prepared to take subscriptions to the new 3½% "Liberty Loan" at Main-Cashier's office on the 6th floor, for bonds in

denominations of \$50, \$100 and \$500, ready for delivery about July 1st, without charge for our services, and have arranged also to accept subscriptions payable in 49 weekly payments, allowing you interest at 3½% on your money while it accumulates. Payments are arranged as follows:

First payment \$1.30 and then
\$1 a Week for the \$50 Bonds

First payment \$2.60 and then
\$2 a Week for the \$100 Bonds

First payment \$13 and then
\$10 a Week for the \$500 Bonds

The campaign is being conducted from the office of the national publicity director for the liberty loan in the Treasury Department, which will have twelve principal trunk lines for disseminating information about the loan, extending to the federal reserve banks, where publicity committees have been organized for district and local boosting:

Posters will be displayed in practically every bank and shop window in the land. The design for the posters has been agreed upon and shortly the goddess of liberty will be portrayed, finger pointing to passers by and saying: "You buy a liberty bond lest I perish."

The Treasury Department promises an impressive film to moving-picture lovers in the presentation of the liberty loan scenario. It is stated that many of the best known screen idols have volunteered their services free, and even the most insignificant roles will be taken by high-salaried performers.

Liberty Loan Week will be held June 2nd to 9th, inclusive.

In the city of Chicago liberty loan bonds are being sold over the counters of many big department stores. The bonds are purchased by the store from the bank and they are offered for sale to customers in the same manner merchandise is handled. Only a small deposit is required, the rest being paid in installments of one dollar or more until the full amount of the bond purchased is paid for. Reproduced here is the ad of the Boston Store, offering liberty bonds on the small payment basis. This appeared in every Chicago Sunday paper, May 27th.

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NATURAL OR ARTIFICIAL?

DURING the recent visit to Chicago of Premier Viviani, Marshal Joffre and other members of the French mission, Marshall Field's window at the corner of Washington and State streets was beautifully decorated for the occasion. Large American and French flags served as a background, in front of which was a massive array of American Beauty roses. Above the roses with wings outstretched appeared the American eagle finished in gold. The simplicity of this display was art itself, and throngs gathered before this window as long as the display was kept in place. Forty-six dozen roses appeared in this display.

A well-known florist who supplies the elite of Chicago society with cut flowers was one of those who so greatly admired the display, and having seen it, called a friend, Mr. Gelderman, manager of the L. Baumann Artificial Flower Company, and inquired if the latter had seen the display. He told Mr. Gelderman that it was without doubt the finest array of natural flowers that he had ever seen in a window. Mr. Gelderman listened attentively to all that the florist had to say—perhaps just a wee bit of a smile crept over his features before he informed his friend that the beautiful mass of roses referred to were not natural, but artificial, and were purchased from the L. Baumann Company. All of which speaks well for the products of this big artificial flower house.

ASKED AND ANSWERED

Re-Silvering Mirrors

Editor MERCHANTS RECORD AND SHOW WINDOW:

Will you kindly print in the Asked and Answered department of your journal a suitable formula for re-silvering of mirrors? I have tried several formulae but none have proved satisfactory. The mirrors are used in the window backgrounds. Trusting that you can supply information desired, in the June issue of the MERCHANTS RECORD AND SHOW WINDOW, and thanking you, I am,

Yours very truly,

H. J. Healy, Milford, Miss.

Answer—Follow closely the formula here given and we think you will be satisfied: Use 12 grams of Rochelle salts in distilled, boiling water. One ounce of water is sufficient. Dissolve salts and take of 16 grams of nitrate silver chryst, dissolved in one ounce of water. Add this to the above and boil for ten minutes; then add boiling (distilled) water, enough to make about twelve fluid ounces. Then pour into a bottle and allow to stand in a cool place for 40 hours. Filter and mix with one ounce of nitrate silver chryst and ten ounces of distilled water. Dissolve the silver in the water and add aqua ammonia. Add ammonia slowly, until the solution begins to turn yellow, then add one ounce of alcohol and 12 ounces of distilled water. Mix and let stand for three days and it is ready for use. Clean the glass perfectly and keep in a room of 80 degrees for five or six hours. Then pour solution over the glass. Over this pour distilled water. Lift glass to allow water to run off. Then mix the two bottles of silvering solution together and flow it over the glass.

§ §

Removing Oil Stains

Asked and Answered Department, MERCHANTS RECORD AND SHOW WINDOW:

Will you kindly inform me through your valuable department how I may remove oil stains from marble base?

READER.

Answer—Take a quantity of fuller's earth and saturate it with a solution of soap liniment, ammonia and water. Use equal parts. Apply and keep there for several hours. Press down with heavy iron, heated. Renew solution frequently. Wipe off dry. In a few days repeat the same operation.

§ §

Defects in White Enamel

MERCHANTS RECORD AND SHOW WINDOW:

To the Editor—I do much enameling in my work and have had considerable trouble with the white. What is the cause? Williamsport, Pa.

J. F. X.

Answer—You do not state the exact trouble, but a bad white may be due to the fact that it is not sufficiently opaque. The addition of more oxide

of tin may be necessary. If the enamel cracks add more carbonate of ammonia. More salt will prevent the glaze from separating. If the grey shows through the white it means that the temperature of fusion is not uniformly spread. Give attention to these points and write us further.

§ §

I. A. D. M. Contest

Editor MERCHANTS RECORD AND SHOW WINDOW—

I am a new subscriber to the MERCHANTS RECORD AND SHOW WINDOW, and in the May issue I noticed the mention of a contest to be conducted by the International Association of Display Men. Would you be so kind as to inform me regarding the conditions of this contest or place me in touch with someone who will give me the desired information? Hoping to see the answer in the next issue of the MERCHANTS RECORD AND SHOW WINDOW, I am

Yours truly,

M. R. F., Quincy, Mass.

Answer—You may find the rules and regulations governing the contest to be conducted by the International Association of Display Men in the April issue of the MERCHANTS RECORD AND SHOW WINDOW, or complete information may be obtained from Secretary P. W. Hunsicker, 123 Dwight avenue, Grand Rapids, Michigan.

§ §

George A. Smith's Article

Editor MERCHANTS RECORD AND SHOW WINDOW—

Dear Sir:—I have been a subscriber to your valuable journal for over ten years and I can truthfully say that I owe my success to your paper. During the past three months I have been greatly interested in the articles appearing in your journal under the name of George A. Smith. Would you kindly inform me just what work Mr. Smith is doing at the present time and where I may reach him by letter? Thanking you, I am very truly yours,

H. B. J., Altoona, Pa.

Answer—Mr. George A. Smith, to whom you refer, conducts a business of his own in New York City. He is a recognized expert and specialist in window displays. He also has charge of the display windows for the United States Rubber Company, Colt & Stratton and several other large manufacturing concerns. A letter would reach him if addressed to 1777 Broadway, New York City.

§ §

Varnish Imitating Gold

EDITOR MERCHANTS RECORD AND SHOW WINDOW:

Would you kindly give me through your Asked and Answered Department a suitable formula for a brass varnish imitating gold? Thanking you and hoping to see answer in the next issue, I am, Yours truly,

J. P. R.

Bangor, Me.

Answer—An excellent varnish for brass objects is prepared by using 30 parts of gum lac in grains, one part of dragons blood, one part of red sanders wood, ten parts of pounded glass and 500 parts of alcohol. Macerate and filter.

MOVEMENTS OF DISPLAY MEN

P. N. WELSH is now advertising manager for the P. Watt and Shand department store, Lancaster, Pa. He was formerly display manager for the Hyde-man Store, Norriston, Pa.

✕ ✕

R. A. CORBIN has resigned his position at Hill Bros. Dry Goods Company, Flint, Michigan, to enlist in the United States Marine Corps.

✕ ✕

L. H. ARNOLD, formerly with Manly Brothers, Mason City, Iowa, is now display manager for W. W. Bowers, Rice Lake, Wisconsin.

✕ ✕

CLAUDE E. WILSON is now in charge of the window advertising for the John Hyder store, Phoenix, Arizona. He was formerly with Gold-berg's, of the same city.

✕ ✕

SIDNEY L. SOUTHWICK has resigned his position as display manager for W. G. Brown & Co., Gloucester, Mass., to accept a similar position with the Foyes' Dry Goods Company, Portsmouth, N. H.

✕ ✕

M. GOLDMAN, for the past two years employed at Decatur, Ill., has accepted a display manager's position with The Fair Store, Aurora, Ill.

✕ ✕

J. B. GRAYDON has resigned his position with the S. & J. Gottlich Company, Kenosha, Wis., and accepted a display manager's post for J. Rose & Sons, Marquette, Mich.

✕ ✕

BURT PUGH has accepted a position as display manager and ad-man with The White-Davis Mer. Company, Boulder, Colo. He was formerly employed at Fort Collins.

✕ ✕

DAVID H. SCHOLL is now advertising and display manager for the W. E. Martin Company, Louisville, Kentucky.

✕ ✕

PAUL SILLERBERG is now display manager for the Burchfield-McLeish Company, Vincennes, Ind. He was formerly with Meis Bros., Danville, Illinois.

✕ ✕

JOHN T. MACKEY has accepted a position as display manager and card writer for the Kespohl and Mohrenstecher Company, Quincy, Illinois.

B. L. LECHTENSTADT, formerly employed at the Hub, Hagerstown, Indiana, is now located at Fort Wayne, Indiana.

✕ ✕

E. O. BURDG, advertising manager for the Schack Artificial Flower Company, Chicago, is on a pleasure trip through Ohio and New York, making the journey in his Studebaker roadster.

✕ ✕

WILLIAM D. FINDLEY, who, after being assistant for five years to J. D. Williams, Burkhardt Bros. Company, Cincinnati, was transferred last September to the Indianapolis store, has now accepted a position as display manager for the Keller Company, Muncie, Indiana.

✕ ✕

WILLIAM H. KINDERMAN, who for several years has been advertising and display manager for the Everett Department Store, Everett, Washington, has resigned that position to accept a similar one with J. F. Stampfer Company, Dubuque, Iowa.

✕ ✕

PALMER WEST, first assistant to E. J. Berg, display manager for the Burgess-Nash Company, Omaha, Nebraska, is now a member of Uncle Sam's Navy.

✕ ✕

P. C. MILLER, formerly display manager for J. R. Millner Company, Lynchburg, Va., is now employed in that capacity for S. H. Heironimus Company, Roanoke, Va.

✕ ✕

J. M. ELLIS has accepted a position as display manager and card writer for the J. R. Millner Company, Lynchburg, Va. He was formerly with The Myers Company, Greensboro, N. C.

✕ ✕

J. A. MOORE has severed connections with the Graham-Sykes Company, Muskogee, Oklahoma, and is now display manager for The McDaniel-Moore Co., Muskogee.

✕ ✕

HARRY A. BELL, formerly with Korrick's New York Store, Phoenix, Arizona, is now employed by The Mode, Boise, Idaho.

✕ ✕

E. H. BOZEMAN is now display manager for the McVicar-Howard-Millhaupt Company, Wichita, Kansas. He was formerly employed at Great Bend.



Draped by the Koester School

The Combined **VACATION CLASSES**

*Of THE KOESTER SCHOOL and the
Economist Training School of New York*

Are Now in Full Swing

All the facilities of these two great schools are combined, offering all of the best instruction contained in the two courses and giving twice as much in the way of materials, fixtures, etc., with which to work. We have also added several new show windows to take care of this increased equipment.

The Very Newest Vogue in Draping

The vacation classes include instruction on the use of the new Vogue heads, cut out and silhouette figures, and all of the new drapes designed for this coming Fall season.

The Koester System of Draping is demanded in practically all up-to-date stores. It is the only system of draping that makes possible rapid and accurate style draping without cutting or otherwise injuring the fabric. You can conscientiously claim to be an expert in your work after having taken a course at the Koester School.

The Combined Resources of these—the Two Greatest Schools of Their Kind—Are Now at Your Disposal at No Increase in Tuition

This means the biggest sort of a bargain ever offered in retail instruction. It practically doubles the value of the Koester Course. Think of what it means to get here in one institution all of the instruction developed by the only two schools in the World that have operated continuously and successfully for nearly twelve years.

We Are Having Unprecedented Calls for KOESTER Trained Men

Ever since the first of the year, we have had about 3 calls for every man that we graduated. Merchants are paying from twenty to thirty per cent more for display and advertising men now than they were a year ago.

This is your opportunity to prepare yourself for a very remunerative position.

Write at once for School Literature.

THE KOESTER SCHOOL
215 South Market Street - CHICAGO

Instruction Department of

The Dry Goods Reporter, Chicago; The Dry Goods Economist, N. Y.;
The Drygoodsman, St. Louis; The Pacific Coast Merchant, San Francisco.



**USE
THIS
COUPON**

The Koester
School, 215 S.
Market St., Chi-
cago—Please send
me full information
about your vacation
classes.

Name

Address

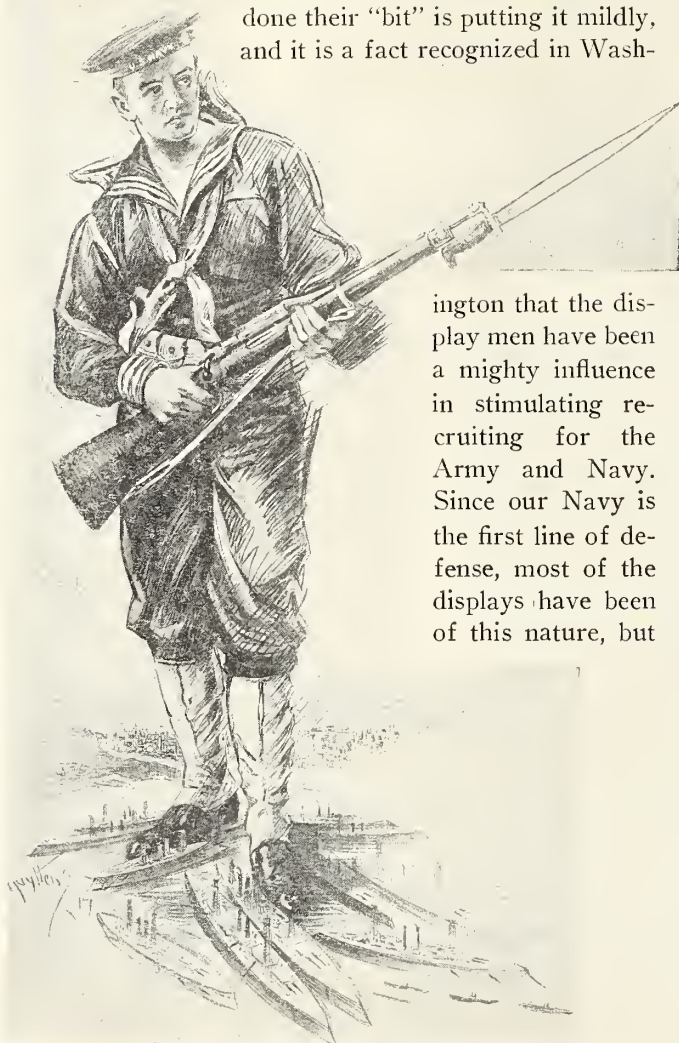
Town

State

PATRIOTIC WORK BY DISPLAY MEN

The Windows of the Retail Stores Have Been Beautiful Testimonials of the Work Being Done By Display Men In Doing Their "Bit" Toward Bringing the Army and Navy To Its Full Fighting Strength—Red Cross Displays Also Bringing Results

THE response of the display men throughout the country to the call for recruits is indeed worthy of the highest emulation and there is scarcely a display man in the country who has not placed at least one display of the patriotic nature. To say that the men of the display profession have done their "bit" is putting it mildly, and it is a fact recognized in Wash-



ington that the display men have been a mighty influence in stimulating recruiting for the Army and Navy. Since our Navy is the first line of defense, most of the displays have been of this nature, but

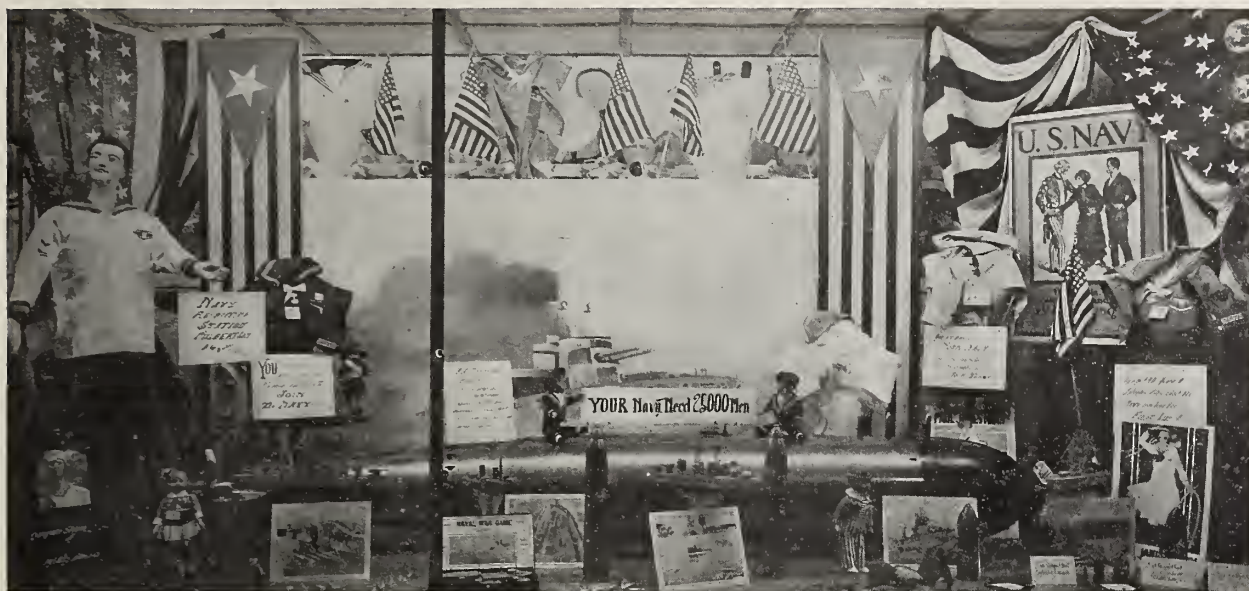
for all other trade papers by instituting a department of patriotic displays, and now one of the features of the MERCHANTS RECORD AND SHOW WINDOW is the section devoted every month to the patriotic displays in the store window.

In this issue we are reproducing several displays which were placed during the past month and which, besides having a share in filling the recruiting offices of the respective cities, were highly original and artistic. The first reproduction shows a window executed by C. B. Hunt, display manager for W. J. Pettie & Company, Oklahoma City, Okla. A real torpedo used by the United States Navy was the principal feature of the display and kept the sidewalk crowded in front of the store several days. It was a "Whitehead" torpedo, weighing 1,080 pounds, equipped with a 370-horsepower compressed air engine, and in action traveled at a speed of 55 miles an hour. Paul Jones Middies were used to give the finishing touch to the display, along with a battleship taken from the Toy Department of the store. In one corner of the window was shown a collection of shells and bullets picked up by a local boy during his term of service "somewhere in Mexico." The officer in charge of the Navy Recruiting Station in Oklahoma City in a personal letter complimented the display manager for the attractive display and forwarded a photograph to the Navy Department at Washington.

The Martin & Naylor Company, Gloversville, N. Y., noted for novel window displays, recently presented one of its forty-foot windows filled with the national colors and photographs of national heroes. The novelty and individuality of the display arrested the attention of all passers-by and many persons crowded before the window throughout the afternoon and evening. Edward S. Smith, display manager, arranged the display, and in his design followed a suggestion from the windows of James McCreery & Company, New York City, but there was much in the local display which showed originality on the part of the display man. Surrounded with the national colors were portraits of Washington, Grant, Lincoln, McKinley, Dewey and President Wilson. Liberty, personified in wax and dressed in red, white and blue, stood in the center of the display, ribbons of the national colors radiating from her hands and leading to the various portraits. From the talons of an American eagle, festoons of colored ribbons fell, and

the Army and Red Cross have not been omitted, and many fine displays have been placed featuring these important factors.

When diplomatic relations with Germany were broken in early February, this journal offered the use of its editorial columns to encourage recruiting, and called upon every man employed in the window display profession to place patriotic displays that would have some influence in building up our Navy to its full fighting strength. It further set the pace



PATRIOTIC DISPLAY BY C. B. HUNT FOR W. J. PETTEE & CO., OKLAHOMA CITY, OKLA.

paintings of the White House and various battleships of our Navy appeared prominently. In a large colonial frame was a picture of Betsy Ross in the act of making our first flag.

One of the large, spacious windows of the Kerr Dry Goods Company, Oklahoma City, Okla., was given over to a clever patriotic display which was placed by the store display manager, W. F. Schultz. A giant cruiser named after the state of Oklahoma featured the display. It was an oil painting done in battleship gray. The panels on either side were done in national colored silks, while the pedestals supporting the framed pictures which appeared in the display were bordered with American silk flags. A neat showing of middies appeared in the window, and it is needless to say that this showing attracted more than the usual amount of attention.

A combination midddy and naval display was placed in Cole's Manhattan, Kansas, store by C. F. Richardson, decorator. The background was a scenic painting showing bursting shells, aeroplanes and battleships. The big fighting ship in the foreground was made from composition board and constructed on a mechanical arrangement that gave it a motion such as the

swells of the ocean would give a ship at sea. The bursting shells were made by cutting slits in the canvas and red and yellow tissue paper pasted on the back. An electric light back of each cut-out flashed at different intervals and gave a very realistic effect. Perhaps the most realistic feature of the display was the squadron of battle cruisers on the sky-line. There were pictures of the different battleships of Uncle Sam's Navy cut out and pasted on the canvas. The ends of the guns were perforated and red tissue paper also pasted on the back of the canvas, and an electric flash-light was so arranged that a broadside every few seconds was fired by the entire squadron of battleships. The scenic painting, electrical and mechanical work were original ideas of the display manager.

A display of unusual beauty and one which caused considerable attention and brought many compliments to the display man was that which appeared in the window of N. Nathan & Brother's store, Johnstown, Pa. The display was designed and executed by O. Wallace Davis, display manager for the store and presented "Liberty's Tribute." Liberty is seen approaching the statue of Lincoln to lay her offer of gratitude and appreciation at the shrine of honor. She carries



DISPLAY BY E. S. SMITH FOR MARTIN & NAYLOR COMPANY, GLOVERSVILLE, N. Y.



DISPLAY BY W. F. SCHULTZ FOR KERR DRY GOODS COMPANY, OKLAHOMA CITY, OKLA.

the sword of Justice. On the pillar to the right of the display is seen the Dove of Peace backed by Old Glory in a double fan festoon. The background of this display was beautiful and fitting in a black pleated satin. This display was a fine testimonial to the display man and proved a good piece of publicity to the N. Nathan store.

E. P. Lavin, display manager for the Frankal Dry Goods Company, Oskaloosa, Ia., devoted a window to the Red Cross. It was the first display of this kind in that vicinity and was admired by thousands of interested spectators. A very fine painting showing a bat-

tlefield formed the background for the display. It was done in oil and was the work of Mr. Lavin. Plain gray drapery was used around this painting. Bandages and supplies needed by the Red Cross in its work of mercy were shown in abundance. This window was placed to aid in the campaign for new members in the Red Cross Society.

Many excellent displays of a patriotic nature have appeared in the big Chicago stores during the past several weeks, noteworthy among them being those of The Fair, Boston Store, Marshall, Field & Co., The Hub, Lyon & Healy and M. L. Rothschild.



DISPLAY BY E. P. LAVIN FOR FRANKAL DRY GOODS COMPANY, OSKALOOSA, IOWA.



DISPLAY BY O. WALLACE DAVIS FOR N. NATHAN & BROS., JOHNSTOWN, PA.



Plate No. 4365. Patriotic Display by R. O. Woody for Monnig Dry Goods Co., Fort Worth, Texas.

This display had a decided effect in crowding the recruiting stations at Fort Worth. Two stands of modern army rifles were used, one at either side, and in the center was a stack of old relics from Civil war days, loaned by old veterans. The navy posters were furnished by the

recruiting offices while other pictures were purchased at small cost at novelty stores. Mounted on heavy composition board was the American eagle, with two flags serving as a setting. As may be readily judged, this was an attractive and worth-while display.

OPENS SPECIALTY SHOP

W. S. LITTLE, for several years display manager for Kenny Brothers, Canton, Ohio, and whose ability is very well known, has severed connections with the former store and has opened a store of his own in the same city. Mr. Little's store is known as The Vogue Corset and Specialty Shop, and caters to the particular class of Canton buyers. Mr. Little's contributions to the MERCHANTS RECORD AND SHOW WINDOW will not cease because

of the change, as he will personally look after that important branch of the store's success—window displays, at which he is such an expert.

Our best wishes go forth to the display merchant in his latest enterprise.

✕ ✕

JOIN the I. A. D. M. now and get a reserved seat for the big show. Do it today. Don't wait until another year. The advantages are too numerous to mention.

CATCH PHRASES

SNAPPY EXPRESSIONS FOR SHOW CARDS AND ADVERTISE-
MENT HEADINGS—SOME ARE ORIGINAL, SOME BOR-
ROWED—ALL ARE SHORT AND TO THE POINT
AND BOUND TO ATTRACT ATTENTION

LOW, COOL COLLARS FOR WARM
WEATHER.

* * *

VACATION IS NEAR AT HAND—SMART
TOGS FOR THE CHILDREN.

* * *

WE RELY ON OUR CUSTOMERS TO AD-
VERTISE OUR STORE—YOU CAN ALWAYS
TELL A BLANK'S SUIT.

* * *

WE ARE DOING OUR BIT—ARE YOU
DOING YOURS? YOUR COUNTRY NEEDS
YOUR HELP.

* * *

IT IS NOT NECESSARY TO LOOK FUR-
THER—WE HAVE EVERYTHING NEEDED
FOR THE WELL-DRESSED MAN.

* * *

PRETTY, COOL AND AS PLEASANT A
LOOKING SUMMER DRESS AS ONE COULD
WISH TO SEE.

* * *

QUALITY IS THE TEST OF MEN AND
INSTITUTIONS AND QUALITY PROVES IT-
SELF IN SERVICE.

* * *

NEVER WERE THE CHARMS OF HOME
SO DEAR—VISIT OUR SUMMER FURNI-
TURE EXHIBIT.

* * *

THESE ARE THE DAYS OF SAVINGS IN
WOMEN'S APPAREL—LET US PROVE IT.

* * *

TODAY FOR YOUR STRAW HAT, SIR!
NEW STRAWS, NEW SHAPES, NEW BANDS,
NEW HATS.

* * *

SATURDAY IS A GOOD DAY TO GET THE
JUDGMENT OF THE MAN OF THE HOUSE
ON THE NEW DRAPERIES YOU'RE THINK-
ING ABOUT.

* * *

CHARMING BITS OF FRESHNESS —
THESE COLLARS ARE SOFT GEORGETTE
CREPE DAINILY EMBROIDERED AND
TRIMMED WITH LACE.

JUST FOR A CHANGE TRY ONE OF OUR
SUITS—YOU WILL BE SURPRISED IN THE
CHANGE OF YOUR APPEARANCE.

* * *

WHAT IS THE SECRET OF YOUR LOOKS?
—WE CLAIM IT IS YOUR HAT—TRY ONE
OF OUR NEW STYLES.

* * *

THESE SHOES FIT AS WELL AS THEY
LOOK—THEY WEAR AS WELL AS THEY
FIT—SOME SHOE.

* * *

FASHION SAYS "BRIGHT COLORS."
LOOK AT THIS DISPLAY AND BE SATIS-
FIED THAT WE CAN PLEASE YOUR TASTE.

* * *

HERE IS A NEW LINE OF SUITS—UP-TO-
THE-MINUTE AND BOUND TO SATISFY—
FAULTLESS IN FIT AND FABRIC.

* * *

EVERY WOMAN WANTS TO BE GRACE-
FUL—CORSETS ARE DETERMINING FAC-
TORS—HERE ARE CORSETS THAT HAVE
GRACE AND INCREASE IT.

* * *

JUST ONE MOMENT PLEASE!—LOOK AT
THESE NEW STYLES IN SUITS—IN THEM
YOU WILL FIND VALUE, VARIETY AND
VIM.

* * *

WE STRIVE TO PLEASE OUR PATRONS—
WE GIVE THEM WHAT THEY WANT—NOW
WE WANT TO KNOW WHAT WILL SUIT
THE PEOPLE WHO HAVE NOT TRADED
HERE.

* * *

IT'S ALMOST IMPOSSIBLE TO BE
REALLY WELL GROOMED WITHOUT A
VEIL—ONE OF THESE PRETTY ONES WILL
HELP IMMENSELY.

* * *

THE SUN CAN'T HIDE HIS FACE MUCH
LONGER—OUR NEW STRAWS WITH NEW
BRAIDS AND NEW PROPORTIONS WILL
PLEASE YOU.

* * *

MOST ELDERLY WOMEN LIKE TO HAVE
A BLACK TAFFETA SKIRT AMONG THEIR
THINGS—HERE ARE SKIRTS CONSERVA-
TIVELY CUT—MODERATE PRICED.

* * *

VISIT OUR DOWN STAIRS STORE—
MANY WOMEN FIND IT THE BEST VALUE
DEPARTMENT IN THE CITY.

* * *

"WHIZ"—RUBBER CORED GOLF BALLS
FOR 30 CENTS EACH—BETTER GET YOUR
SUPPLY AT ONCE—THEY WILL BE GONE
TOMORROW.

* * *

DRASTIC REDUCTIONS IN A CLEARING
OF FABRIC REMNANTS—HUNDREDS OF
DESIRABLE PATTERNS AT YOUR CALL.

* * *

THIS IS THE MONTH WHICH BRINGS
SPECIAL NEEDS FOR VEILS—NEW, SMART
VEILINGS TO PROTECT FAIR COM-
PLEXIONS, TRESSES AND MILLINERY.

* * *



A simple, complete system for retail stores

The Electrically Operated Cash Register

*Does fifteen necessary things
in three seconds.*

Simple to operate—saves
time.

Forces accuracy—gives quick
service.

The New National Cash Register Credit File

*Cuts out all bookkeeping of
Customers' accounts.*

No blotter—no daybook—no
customers' ledger.

Every customer's account bal-
anced to the minute.

Stops leaks—satisfies customers—increases profits in stores.

Old cash registers taken in part payment.

Every retail merchant should write us for particulars.

The National Cash Register Company, Dayton, Ohio

Cut out the coupon below and mail it to us today

Dept. 174. National Cash Register Co., Dayton, Ohio.

Please send me full particulars on

Name _____

☐ latest model cash register.

☐ new N. C. R. Credit File.

Address _____

PRESIDENT, E. J. BERG, Omaha, Neb.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT
L. A. ROGERS
Detroit, Mich.2d VICE-PRESIDENT
MALCOLM
J. B. TENNENT
Portland, Ore.3d VICE-PRESIDENT
CARL F. MEIER
Davenport, Ia.TREASURER
W. H. HINKS
Minneapolis, Minn.CHM. PROGRAM COMMITTEE
C. J. POTTER :: St. LouisCHM. EXECUTIVE
COMMITTEE
A. W. LINDBLOM
Minneapolis, Minn.CHM. MEMBERSHIP
COMMITTEE
ED. O'MALLEY
Kankakee, Ill.CHM. PUBLICITY
COMMITTEE
D. B. BUGG
New YorkCHM. EDUCATIONAL
COMMITTEE
J. D. WILLIAMS
Cincinnati, O.

International Association of Display Men

OFFICIAL EMBLEM CHOSEN

IN the January issue of the MERCHANTS RECORD AND SHOW WINDOW an announcement was made that the executive committee of the International Association of Display Men would offer a prize of five dollars in cash for the best design submitted for an emblem suitable for the Association. Following this announcement great interest was manifested by hundreds of the men affiliated with the big organization and hundreds of worthy designs were submitted to the board of judges. So clever were many of the ideas that it was not until after considerable keen judging that the winner was chosen. To P. W. Hunsicker goes the credit for supplying the Association with the design which will hereafter be recognized as the insignia of the International Association of Display Men. It will be the official emblem and it will appear on badges, rings, watch fobs, association stationery, etc. It is a shield divided into quarters, with a white band diagonally across and upon which are the words "Display Advertising."

The initials of the Association form the foundation for the shield. "I" represents the Initiative Ideas of the display men and this is pictured with the drawing board, "T" square, compass, triangle, pencil and pens, in the upper left hand quarter of the shield and upon a background of red. "A" represents the Artistic Abilities of the display men to execute artistic arrangements of displays. The artist's palette and brushes are used to picture this feature. It is shown in the upper right quarter of the shield upon a background of green. "D" represents the Distinctive Displays that produce the results, and is surrounded by a wreath of victory placed in the lower left quarter of the shield upon a background of blue. "M" represents the Methodical Methods by which the display man is able to increase business and profits and is pictured by the well filled money pouches upon a background of yellow in the lower right corner of the shield.

The shield is backed by the rays of light radiating from its center in all directions, the whole being enclosed in a circle. The circle may carry the name of the organization when it does not otherwise appear upon the matter used, such as badges, buttons, etc. When used on letterheads or cards a smaller circle may be used. When the colors can



be brought out in printing, the three primary colors, with one secondary color and white, will be used. In this manner the whole will give a complete color chart as well as set forth the principal features of the display man's profession—that of advertising and selling merchandise through an attractive window display.

Following is the letter of acknowledgment and thanks forwarded to the Executive Committee by P. W. Hunsicker on being notified that he was the successful competitor in the contest for an Association design:

"To the President and Executive Committee to whom fell the duty of selecting the official emblem for the International Association of Display Men, I wish to publicly express my appreciation of your choice in selecting the design you have, for our official emblem.

I was interested more in having a representative and attractive emblem than to win the honor of furnishing the idea. I urged the members to enter many ideas from which to select. Some sent in several ideas, but many of our members from whom



PHOTO BY PAUL THOMPSON

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2

3

4

5

6

DESIGNED, PAINTED AND PATENTED (APPLIED FOR) BY FRANCES STEVENS

WHO IS WHO IN DISPLAY

For Window or Counter. Let the Smart Set sell your styles. Hats and haberdashery, fascinating for either, if your shop has class. Snatch display novelties while they're hot. These are just out. Be the first to get the look from men who know. Hand painted in oil on expertly moulded papier mache. *Write for prices for one or more heads and other details*

J. R. PALMENBERG'S SONS

Established 1852

63-65 WEST 36th STREET, N. Y.
Factory 89 and 91 West 3d Street, New York

Boston Salesrooms
30 Kingston St., 110 Bedford St.

Pittsburgh 723 Liberty Ave.

Baltimore Salesroom
10 and 12 Hopkins Place

I expected to receive suggestions, failed to send them in. I trust, however, that your choice will receive unanimous approval.

It gives us an official design upon which to identify our organization. This design will easily lend itself to many possibilities and I trust members may build up some good displays featuring this design.

I assure you I am very much pleased to have submitted the design that has met with your approval.

Thanking you again, I am, sincerely yours,"

Perry W. Hunsicker.

✕ ✕

FROM YOUR PRESIDENT

IN THESE strenuous times we must keep our "factory fires" going. Many of the men in the window display profession will be called to the colors, and those who remain at home will also have their "bit" to do.

Business must go on just the same as in times of peace—to be sure we will have to adjust ourselves to the conditions. The display men will have their work cut out for them as there will be much competition during the months to follow. Display men will attempt many new forms of decoration, and whenever new ideas and motifs appear the competition is always very keen. The display profession will work for bigger, better business conducted on a sound, legitimate basis.

You men of the profession will have to brush up a bit—get a grasp of the things that are new, the things that you will have to know if you desire to hold a place among the stores best "business getters." These ideas and information may be had by attending the 20th Annual Convention of the I. A. D. M., to be held at St. Louis, August 6-7-8-9. It is at this convention you will find the last word in decoratives, flowers, display fixtures and accessories which go to make better and up-to-the-minute displays.

From what I have learned of the work of the Program Committee and in noticing the names of those on the program, it is safe to say that this coming gathering will be the greatest in the history of our splendid organization.

The display men have done yoeman's work in helping to fill the ranks of the Army and Navy, and should be extended the thanks of every true American, as should the MERCHANTS RECORD AND SHOW WINDOW for its distinction for being the first paper to conduct a patriotic department among its columns.

This short letter is an invitation and request that you attend the big meeting at St. Louis. Come and receive first-hand ideas from the best talent in the country. Come prepared to purchase the new things which the manufacturer will have to offer so as to be able to use them in your Fall windows. Better displays mean more business for your house. Show the boss that you benefit by attending the conventions of the International Association of Display Men.

MEMBERSHIP COMMITTEE IN BIG DRIVE

Campaign Is Being Waged By This Committee To Enroll Hundreds Of Men Before The Association Convenes In St. Louis Next August—Committee Has Produced Results During The Past Year

TO THE Membership Committee of the I. A. D. M., chosen at the Nineteenth Annual Convention of the I. A. D. M., held at Chicago, 1916, should go the sincere thanks and vote of appreciation of every display man interested in this big organization. The members have labored faithfully to enroll members of the profession in the I. A. D. M. They are now on their final drive for new members before their term of office expires, and it is with pleasure we reproduce the appeal which this Committee directs to every man employed in the display profession.

"The Twentieth Annual Convention of the International Association of Display Men to be held in St. Louis, August 6th, 7th, 8th and 9th, is now but a question of weeks. The time is indeed short and the Membership Committee wishes to impress it upon every member of the International Association of Display Men to Boost—Boost—Boost. There is no better means or method of boosting than that of securing good members for our Association.

Just think what a wonderful organization we would have if every one of us would take it upon ourselves to secure one new member. Come on, boys, all together—let's put our shoulder to the wheel for one big drive before we meet in St. Louis next August.

The members of the Membership Committee have been busy during the past year and are pleased to have welcomed a goodly bunch of "live wires" into our ranks. But there are still many outside the fold, and it may be that many of these have not had a personal invitation extended them to join us. Therefore, we suggest that every man affiliated with this Association extend his best efforts to bring one new member into the fold before we meet again. Go across the street or

around the corner and ask the other fellows to fall in line. If this simple task seems difficult for you, kindly notify the Membership Committee regarding the prospective members in your town. Send the addresses and this committee will be only too glad to furnish the full information regarding the advantages of our Association, and with this information will go a hearty invitation to affiliate with us in our mutual benefit.

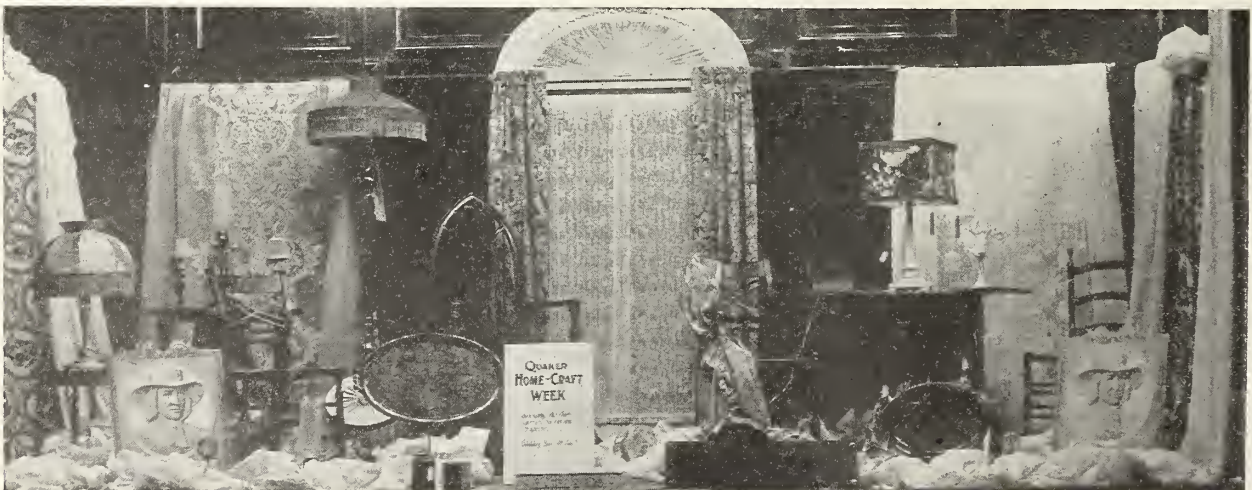
To those who may read this and are engaged in the profession and who are not as yet members of our Association, we trust that they will accept this as a personal invitation to join. As a committee we think that you will make a good member for the Association, judging or basing our opinion on the fact that you are a reader of and contributor to our official organ, the MERCHANTS RECORD AND SHOW WINDOW. It clearly shows that you are as progressive as this journal. Right here we may say that any information found in the pages of the MERCHANTS RECORD AND SHOW WINDOW is endorsed by every member of this Association, and the journal is found on the desks of ninety-five per cent of the leading decorators of the world.

Again we ask you to Boost. Do it now. Show that you will be in on everything that is to happen at the big doings in St. Louis. Remember that by joining the I. A. D. M. now, you can enter any or all of the big display contests. Hoping to have the pleasure of being instrumental in having you join us in the uplifting of the art of mercantile display, we are,

Sincerely yours,

Membership Committee,
Edward O'Malley, Chairman.

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DISPLAY BY P. H. DIETRICH FOR HAGER BROS., LANCASTER, PA.

July Clearance Sales

A COMPLETE CAMPAIGN FOR A BIG AND SUCCESSFUL EVENT

Realizing the importance of the July Clearance this season, and the unusual conditions that will surround it, the Economy Service Co. has devised for its clients a campaign along new lines.

Our big, new idea for the July Clear-

ance does NOT mean a ruthless slaughter of prices throughout the store. It is planned to sell goods at REGULAR prices as well as to offer bargains.

Here is a campaign with a real IDEA behind it — an event carefully thought out and planned to the last detail. It includes cuts for newspapers and cir-

cular advertising, as well as posters, price tickets, posterettes, "movie" slides, etc.

A big circular has just been issued describing it. Write for it now — or merely attach this ad to your letter-head and send it to us.

Economy Service Company
231 West 39 St - New York City
Affiliated with the Dry Goods Economist (MR)



Entirely New Designs

Can Always Be Found at
The Bodine-Spanjer Co. Studios

WRITE early for ideas for special settings for Fall Opening Windows.

Get a start now so that you will not have everything to plan and do the last minute.

The beautiful "cut out" design shown here is very good looking and is only one out of many designs that we make up in this line.

*Do Not Fail to Visit Our Show Rooms
and Studio When in Chicago*

THE BODINE-SPANJER CO.

*Designers and Manufacturers of Decorative
Backgrounds for Show Windows*

Phone Diversey 2585
1160 Chatham Court, CHICAGO

To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St. and walk one block west to Chatham Court

MR. GEO. A. SMITH, Eastern Representative
1777 Broadway, New York City

THE CONVENTION OF THE I.A.D.M.

Plans Are Well Under Way And Indications Are That The 20th Annual Convention Will Have Record Attendance—Many New Features To Be Added—Program To Be Announced In July Issue Of This Journal

THE present prospects point to an unusually successful Convention of the International Association of Display Men. The exposition will also be large; up to the present time there are eight artificial flower manufacturers who have taken booths and one yet to hear from, eleven store fixture concerns have taken space and there are also a number of decorative and card writers' supply houses who will have exhibits there. This means that display men who attend will see many new things in fixtures and decorations and will have the advantage of coming in touch with manufacturers from all over the country and see their products side by side. This could not be accomplished any other way—it thus behooves every display man and merchant to make a special effort to attend this big educational gathering.

The program is going to be an excellent one, many well known display men will give actual demonstrations in the handling of all kinds of merchandise and decorations. In the next issue of this paper we will give their names and what they will do. The Program Committee have also been very fortunate in securing several big merchants to give talks—all in all the St. Louis Convention promises to be a mighty big affair.

The St. Louis Fashion Pageant Committee are busy arranging the program for the St. Louis Fall Fashion Show. This will be held in the Municipal Theatre which has a seating capacity of ten thousand. The settings and decorations for this Fashion Show will be gorgeous and worth coming many miles to see. All the latest fashions in women's and Misses' apparel will be shown on living models, and there will be about seventy-five of these models, which means that this will be the greatest fashion exhibit ever staged.

There will be a big demand on the hotels for rooms and they will be taxed to their capacity, therefore, display men and manufacturers should reserve hotel accommodations well in advance of the convention. Any one wishing to make such reservation can do so by writing to C. J. Potter, 1627 Washington Ave., St. Louis, Mo.

Two Demonstration Rooms

There will be an innovation in the method of putting on the demonstration, as there are two rooms for this purpose—the large assembly room where the business meetings will be held and a smaller room where all of the demonstrations of men's wear

will be given. The demonstration on draping, card writing, etc., will take place in the large room; this makes it possible to have two demonstrations going on at the same time.

This big educational gathering is a convention of display men, by display men, and for every one who is interested in learning the best methods of displaying merchandise. Therefore, not only should every display man in the country plan to attend, but merchants should try and come, also.

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DISPLAYMEN IN BIG FEAT

TO the Charleston Association of Display Men, Charleston, West Virginia, goes the lion's share of the credit for the crowning success of the early Summer Fashion Show recently conducted in the West Virginia city. The show, which lasted a week, was brought to a close by a banquet of the Charleston Display Men's Association at the Hotel Ruffner. Besides the members of the association there were three hundred leading merchants present.

The entertainment committee, to which most of the credit of this great success is due, was composed of H. H. Seay, chairman; H. P. Allen and E. C. Bowyer.

The officers of the Charleston Association of Display Men are H. C. Burkheimer, president; L. T. Mathes, vice-president; Marcus Smith, secretary; O. M. Buck, treasurer; J. E. Hancock, M. C. Nelms, and J. J. Bloom, trustees. The members are Joe McKee, H. T. Allen, C. H. Davidson, J. A. Gates, J. P. Smith, J. H. Dozier, J. I. Matheny, H. H. Noel, J. C. McFarland, Joe Fry, C. C. Crawford, H. F. Winters, Fred Wagner, J. L. Hendricks, H. H. Seay, E. C. Bowyer, W. H. Knapp, and Luther Riffe.

The firms represented at the banquet and who have a display man affiliated with the Charleston association are: The People's Store, Henry Smith Company, Coyle & Richardson's, Diamond Shoe & Garment Company, May Shoe Company, Schwabe & May, Kaufman Brothers, Walker Dry Goods Company, Woodrum Home Outfitting Company, Palmer Shoe Company, James H. Farley, H. H. Noel Company, R. A. McKee Music Store, J. M. Gates & Sons, Spencer-Moore Book Store, Charleston Hat & Tailoring Company, Winter Floral Company, Wagner Confectionery Company, Loewenstein & Sons, Price Shoe Company, H. O. Baker Company, and the Universal Shoe Company.

Spend Your Vacation in KANSAS CITY— the Heart of America

—at the World's Greatest, Best Equipped and Largest Exclusive Window Trimming School. Get practical training and instruction direct from Wm. F. Ried, recognized by the greatest merchants of America as the Wizard of Modern Window Displays. Why take a chance somewhere else under inferior instructors—"Instructors" who have paid others to know what they teach? Get practical training from Wm. F. Ried, the man with a record of over twenty years as a highly successful display manager with the finest and the largest houses in the world.

Mr. Ried has a wonderfully successful record behind him as a display manager—a record *unequaled by any other man in the profession*. Mr. Ried is the originator of the Ried Method of Window Trimming and Merchandise Display—he is the founder and the actual instructor of the Ried Window Trimming Institute. Mr. Ried handles every detail of the school work personally. He does not leave such important work to hired assistants.

Wm. F. Ried won highest honors and international recognition as display manager with the following world-famous institutions

John Wanamaker,	The Emporium,
New York City.	San Francisco.
Mandel Bros.,	Famous & Barr Company,
Chicago.	St. Louis.
McCreery & Company,	Cohen Bros.,
Pittsburgh.	Jacksonville.
Hamburger & Sons,	Kaufmann & Baer Co.,
Los Angeles.	Pittsburgh.
Harzfeld's Parisian,	
Kansas City.	

SPECIAL!

TWO WEEKS VACATION COURSE

in the Ried System of Period and Standard Drapes in Silks, Dress Goods and Yard Goods for advanced trimmers who wish to become experts.

SPECIAL PRICE, \$25.00 NO EXTRAS.

The special period allotted for this vacation course is from June 15th to August 15th—select your own time for beginning between these dates, so that you will have two weeks for this training.



Our new building. Watch us grow!

THE RIED SCHOOL

is a window trimming school—not an experiment, but an institution now a substantial reality after years of careful planning.

EVERYTHING NEW

**NEW METHODS NEW FIXTURES
NEW MERCHANDISE NEW STYLES**

**—And 20 Large, New, Up-to-the-Minute
Show Windows for the Training
of Our Students**

The building is new—only recently completed—built of concrete and steel—sanitary throughout and absolutely fireproof.

One entire floor has 28 large windows that mean a flood of bright daylight and fresh air in the class rooms during the day. At night, sixty 150 kilowatt lamps turn darkness into day throughout this marvelously equipped institution—built, owned and financed by men of the highest standing in commercial America. The studio floor represents the very latest idea of modern Department Store construction.

Your future demands that you take advantage of what we offer and enroll in America's greatest and the World's largest window trimming school.

I can refer you to a large number of students that I have successfully trained by my personal teaching, known as the Ried Method. These students are now successful display managers in America's foremost stores.

WM. F. RIED,
President.

If you enroll as a student in this, the World's Greatest Window Trimming School, you will get the benefit of Mr. Ried's successful experience of over twenty years.

Shortest, Most Complete, Most Thorough

The Complete Ried Method of practical instruction and training requires only four weeks for thorough training in all lines carried by Department Stores and Men's and Ladies' Ready-to-Wear Stores. You can get all the training necessary in this short time because the Ried Method is simplicity itself and under the direct instruction of Wm. F. Ried—you will make such progress that you will be astounded. Tuition for full course, \$60.00 includes Free Course in Show Card Writing.

Ried Window Trimming Institute, Inc.

The Largest and Best Equipped in the World

Dept. M R 6. KANSAS CITY, MO.

See our exhibit, Booth 36, 20th Annual Convention and Exhibit I. A. D. M., St. Louis, Aug. 6-9

VACATION COURSE COUPON

Ried Window Trimming Institute,
Dept. MR6, Kansas City, Mo.

I desire to enroll for the 2 Weeks' Course in Special Draping at the special price of \$25.00.

Name

Address

I will arrive in Kansas City.....

FREE CATALOG COUPON

Ried Window Trimming Institute,
Dept. MR6, Kansas City, Mo.

I am interested in taking the Full Course, including Show Card Writing. Send catalog and full information.

Name

Address

THE CONTEST CLASSES AND RULES

Members Showing Much Enthusiasm In The Big I. A. D. M. Contest—Secretary Replies To Samuel Friedman—Some Important "Dont's" For Men Contemplating Entering Photographs In Annual Contest—Members Who Have Been Or Will Be Called To Colors Should Send Photographs To The Secretary Before July 25th.

IT is pleasing to me to have the members show a little interest in the prize list and the classification, especially when they are so interested as to take it up and discuss the matter publically through our official organ, so that all our members may get at the heart of the prize list and try and better it. I am sure it could be improved, and I have received several letters criticizing the list, also many inquiries as to the rules and conditions governing the contest.

Several members have written to know what a nom-de-plume is. "It is any name or words as a disguise to your real name." By entering your matter in the classes under a nom-de-plume the judges are not able to know who's matter they are judging. Thus leaving their decisions absolutely unbiased and without favor to their own particular friends. It is important that you have all marks, such as firm name, photographer's marks and name of city carefully covered over so that the judges will not be able to thus guess whose work it might be. Now, boys, look out for your own work. Many a good photograph has been thrown out by the judges by this carelessness. I have saved many a member a prize by pasting stickers over such marks when I discovered them before they were given to the judges otherwise they would have been thrown out. So please look out for these identification marks, and remember that any figure, design, or name (not your own) is a Nom-de-plume. I do not blame the boys for asking these questions and I am pleased to answer any question that I am capable of answering. I do not find "Nom-de-plume" in my dictionary and perhaps other members have the same kind.

In answer to Samuel Friedman's suggestions in the May issue of this journal, personally, I admit he is right in some of his suggestions, and I have tried for years to get a better classification for the men's wear lines. Mr. Friedman was on the committee last year and knows I worked for it. I was able to get one new class added to the men's lines this year of the three new classes added. This is Class 18, for shirts. This does not bar a few pieces of neckwear being used with the shirts, but the display must be a shirt display. There is a class for furnishing goods in addition to this. I also agree that there should be two classes for shoes, but the majority of the committed did not think so. Class No. 7, lingerie, does not mean men's underwear. I believe, however Class No. 34 is just right for what it is intended.

Class 33 calls for the best new drape. If any of

our men's wear boys has anything to submit come along with it. This class is yours just as much as any one elses. We want the best and newest drapes. No matter whether it be for men or women. Submit your best ideas. I fail to see where men's wear display men would be interested in anyway in Class No. 24.

It is a fact that department store men have the best chance, but why shouldn't they? They have to be more versatile, and able to handle many different lines, whereas the specialty men have a better chance to become proficient in their particular line. However, the review of the winners in the past few years does not seem to show that any specialty men are putting it over very much along this line. I, for one, want to see the specialty men get busy. In a careful review of the photographs I do not believe the specialty men have been as particular in getting good photographs even when the display was good. This is one very important point, to be sure to get a distinct, clear cut photograph.

A general review of the prize list for the past six years is a wonderful improvement. Members will remember when we only had one class for window displays, one for decorations, either interior or exterior, one class for show cards and another for the best essay on "Window Trimming," as we called it then. But now we have every particular line covered and divided into a class by itself, thereby making it much more simple and fair. It is not a question of how many classes we can make for this man, or that man, but how can we best improve the profession. How can we best encourage the display art in the different lines. Drug lines, for an example, are as a class very poor and need a lot of speeding up.

This is the foundation for the division of the classes or lines. To encourage members to put up better displays, be it of butter and eggs, or silks and woolens. Our business is display advertising. Let us make it interesting and profitable to our employers from a financial point of view.

The classes this year have three new divisions, one each in the men's wear lines, hardware line, and furniture line. Department store men have no particular advantage, simply more variety from which to select photographs.

The addition of the Championship class is the most important feature this year. There should be some of the boys go through to a championship this year. This depends on how freely the new members will enter the list. There are some of our older members who

"Are You Alert?"

- Q** How Do You Meet War Conditions?
- Q** How Do You Handle High Prices Properly?
- Q** How Do You Get Business in the Face of Difficulties?

We have issued two important booklets arranged in the form of instructive lessons which will help any business man to handle present day advertising and selling problems easily and profitably.

"HOW TO WRITE CONVINCING ADVERTISING"— This consists of a series of 18 clear, concise and comprehensive lessons in Advertising with concrete examples which may be applied to your business. Worth a mint to every dealer. Published at \$1.00. Introductory price, prepaid, only 50 cents.

"SUCCESSFUL SALESMANSHIP"— Fifteen lesson chapters which are quite as important as the advertisement writing. They cover the subject of salesmanship thoroughly and include a full year's plans for window displays. Introductory price, only 50 cents. Order NOW.

Other business building books and courses, Send for list

The Eastern Educational Bureau
New Egypt, - - New Jersey

*For Card Writers
and Window Trimmers*

Daily's 1917 Catalog *of "Perfect Stroke"*

BRUSHES and Supplies

JUST off the press. The "Blue Book" of the trade. Contains a "world" of information of value to every man who wields a brush.

Your copy ready for you. Send for it.

BERT L. DAILY
Advertisers Building DAYTON, O.

Mr. Advertising Manager:—

Your chance will come. Plan ahead today and you will get ahead.

Are You Prepared

to take charge of your store's educational work?

The Advertising Manager's ability and pulling power is recognized by the store's total sales.

YOU CAN strengthen your efforts by using the **GRAPHIC SALESMANSHIP SYSTEM**.

Thousands of other successful advertising men have stepped into this work by devoting a half hour's time a day with the Graphic System.

Good advertising counts for nothing without co-operation and will only produce satisfactory results when efficient, well trained salespeople, who know the merchandise they are selling and are interested in the merchandise advertised.

It is a waste of time and money to advertise the store of good service unless you can back it up by a trained sales force.

Write for further particulars regarding the Graphic Salesmanship System.

THE GRAPHIC INSTRUCTOR

INSTRUCTION DEPARTMENT OF THE DRY GOODS ECONOMIST

231-241 West 39 St.-New York.

THE GRAPHIC INSTRUCTOR,
231 W. 39th Street, New York

Please send me full details as I am interested in educational work.

Name

Firm

City..... State.....
(G-6)

have never entered a contest. They enjoy others going after the prizes, but some of these have assured me they would enter the contest this year. Come on in boys, the chances are fine.

In regard to sending in photographs. Every member in good standing, whether he attends the convention or not, may enter the contest. This is a new rule and should prove very beneficial to the Association.

Any members being called to the colors, may send their photographs to me now, and I will take care of them and enter them in the contest. Send them to me at Grand Rapids. You should send them before July 25th.

P. W. HUNSICKER,
Secretary I. A. D. M.

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HANDY LITTLE BOOK

THE "Blue Book" of the International Association of Display Men, recently published, will be welcomed by every man in the big association. It contains interesting and valuable matter pertinent to the members, and states the nature, objects and desires of the I. A. D. M. One page is devoted to all the conventions held and states the cities of past conventions, presidents elected, and shows the remarkable growth in attendance. The great development of the organization is interestingly traced, and the names of the men and branch associations affiliated with the International Association of Display Men are given in this little book. If you have not received one, write to the secretary of the I. A. D. M.

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NEW LOCAL FOR I. A. D. M.

THE officers are pleased to acknowledge the application for a charter for a local association in Butler, Pa. Mr. L. J. Maricq, and a number of the other display men have sent in an application for a charter and the membership committee now has this under consideration.

Butler starts out with a nice membership and say they will increase it later as soon as we can send them educational matter, which we surely will do. I expect to report several more local associations for this month as several are now organizing but have not sent in their charter applications up to the time of reporting this article.

Get busy boys and send in your applications right away. It will be necessary to join before the Convention meets in St. Louis on August 6th, if you wish to enter the big contest this year. It has been arranged to have the president appoint the judges in advance of the Convention so that they may judge the class on the day previous, thus affording the members an opportunity to view the winning photographs. This also applies to membership dues. You must be in good standing or you can not enter the contest. Remember what happened last year.

Clubs should send in their per capita right away. Members not having sent in their dues should do

so before the Convention. Members whose cards read for July 31st, 1917, will of course be in good standing but there are several who have not sent in their 1917 dues as yet.

P. W. HUNSICKER,
Secretary.

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MILLWARD IS PRESIDENT

AT the regular monthly meeting of the Twin City Display Men's Club, which was held May 4th, a special election was conducted, occasioned by the resignation of E. S. Young as president of the association. Mr. Young, who was elected to lead the Twin City club a few months ago has left Minneapolis and as he is no longer a resident of either of the big cities, he forwarded his resignation. B. J. Millward, display manager for Mannheimer Bros., St. Paul, was elevated to the president's chair.

For Our Advertisers

Reid's Institute Catalogue

A splendid new catalogue has just been issued by The Reid Window Trimming Institute, Inc., Kansas City, Mo., and is one of the finest works of its kind ever published. It is complete in detail regarding the school and the instruction given, besides containing exhaustive information regarding the instructors and their work in the display profession. About fifty half tones, reproductions of displays designed and executed by the instructors and students of the big institution, are very interesting and this section is a feature of this splendid catalogue.

§ §

Paasche in New Quarters

The Paasche Air Brush Company, formerly located at 7 South Clinton street, Chicago, has moved into new and larger headquarters at 1229 West Washington street, Chicago. The ever growing popularity of Paasche products made this change necessary and the management extends a cordial invitation to all display men to visit their new quarters when in the city.

§ §

New Catalog Interesting

The American Lithographic Company, New York City, has just issued another catalogue finely illustrated and containing many valuable hints to the display man. The American Lithographic products are of the highest standard and the Onyx paper produced by that company is today being used by hundreds of the leading window decorators throughout the country. It is unusually fitted for high-class or displays beautiful. If you haven't their catalogue, we suggest writing a card to the American Lithographic Company.

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Patriotic Supplies

The Doty & Scrimgeour Sales Company, Inc., New York, have just received from the printer the eighteenth edition of their booklet showing papers and novelties. This edition is given over to the use of papers of the national colors in display windows. Samples of United States shields and flags lithographed on heavy card board in bright colors are shown in a special folder which accompanies the book of papers and novelties.

The special circular also shows papier mache plaques of President Wilson, George Washington and Abraham Lincoln. The American eagle, red, white and blue roping, patriotic flowers, pedestals, and in fact everything pertaining to patriotic decorations, is to be seen in the booklet and circular. A request on business stationery will bring the booklet and circular to you free of charge.

Float Circular

THE demand for material to decorate Floats is greater than ever. Our new Circular gives you new ideas. Write at once. Our prices are the lowest, our goods the best.

L. BAUMANN & CO., 357 W. Chicago Ave., Chicago, Ill.

See Our Fall Line at St. Louis Convention



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 Alphabets, 32 Sets of Numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover, (imitation leather), \$1.25. Heavy board cover, bound in silk cloth, \$1.75. Sent postpaid to any address upon receipt of price.

MERCHANTS RECORD CO.

Book Dept.

431 S. Dearborn St., Chicago



Pure Red Sable Copper Ferrules

These brushes are excellent for rapid single stroke work. Seven-inch polished black handles. Copper seamless ferrules. Guaranteed pure Red Sable. "Ready for Immediate Use."



Set No. 62

Set of 5

\$2.10 Prepaid

RUSH

Your Order as the Supply is Limited at this Price.

DICK BLICK, Galesburg, Ills.

Importers—Manufacturers—Dealers in "Everything for the Card and Sign Writer." Our New Catalog M-6 Free for the Asking



You Can't Do Good Work with Poor Tools

Paasche Air Brushes Best Obtainable All Leading Show Card Writers—Display Men Use Them Made in All Sizes for All Kinds of Work Permits Use of Colors (all kinds)

USE CUP OR BOTTLE.

One of Our Many Popular Models

Special Sales That Are Successful Depend on ATTRACTIVE DISPLAY MATTER

PAASCHE Famous 3-in-1 AIR BRUSHES

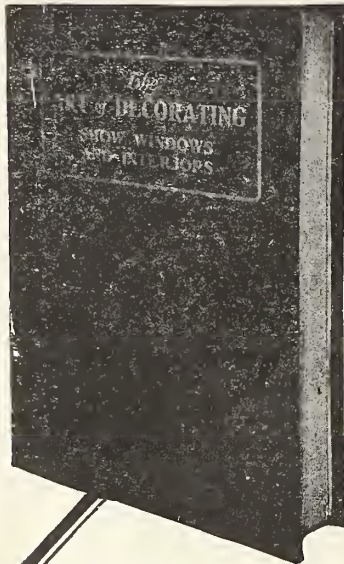
Make It Possible for You to Produce Best Results Due to Their Wide Range, Speed, Durability, Efficiency

SEND US YOUR ORDER TODAY

Paasche Air Brush Co.

1229 Washington Blvd. CHICAGO

EVERY BUSINESS MAN WILL TELL YOU



The ART of DECORATING Show Windows and Interiors

This book is not the work of one man but is compiled from information furnished by more than one hundred of the leading window dressers of America.

410 PAGES (7½ x 10½)

of solid information on every subject pertaining to window dressing and store decoration.

If you want to know the latest and best methods of Displaying Every Sort of Merchandise you will find this book indispensable.

THERE ARE 618 ILLUSTRATIONS including special backgrounds, mechanical displays for all occasions, special feature displays for every season and every occasion. Diagrams and working drawings show how to build all kinds of mechanical and electrical displays.

The following are a few of the subjects treated of fully in this book: How to plan displays and select goods—How to construct frame work—How to drape—How to create perfect backgrounds—How to paint scenic backgrounds—How to make your own fixtures and use them—How to decorate for all national holidays—How to trim ledges and interiors—How to make plaster casts—How to clean and repair wax figures—How to make decoratives and flowers—How to do hundreds of other things in connection with store decoration.

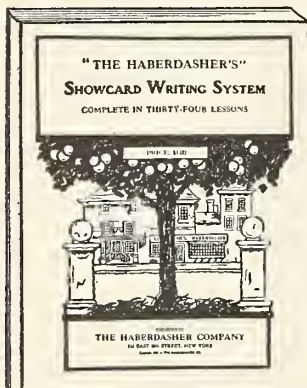
There is no other book like this. It is of the utmost value to the merchant or decorator. It is indispensable to the most experienced trimmer as well as the beginner.

Price \$3.50 a Copy Shipped, Prepaid, anywhere upon receipt of Price

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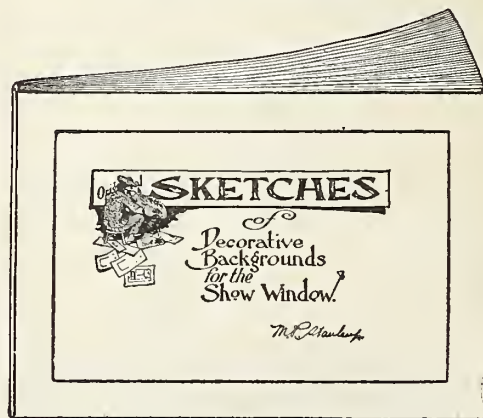
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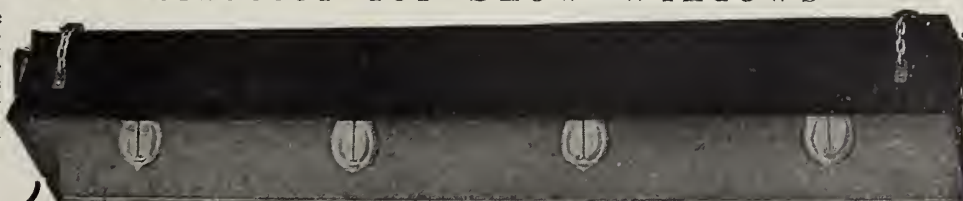
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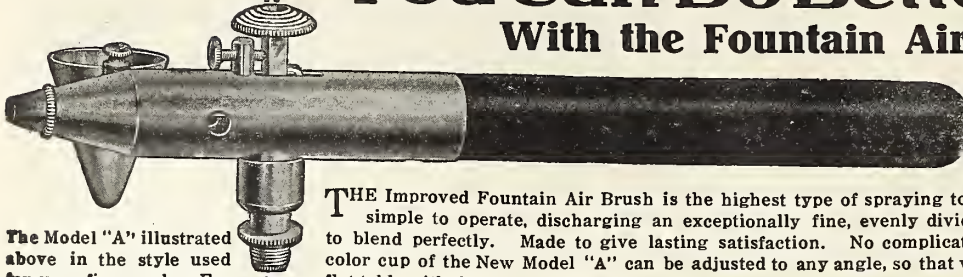
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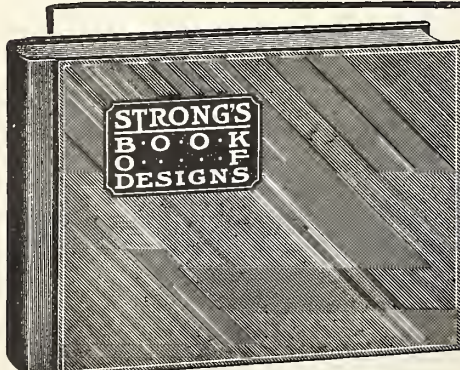
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THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.



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All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED—An experienced window trimmer and card writer with nine years' department store experience would like to locate with an up-to-date department store. I am a married man looking for a permanent position. I am employed at present in a store with a 70-foot front. Samples of cards and photos of windows on request. Salary \$25.00. Address Box 300, c/o MERCHANTS RECORD AND SHOW WINDOW.

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WINDOW TRIMMERS, CARD WRITERS AND SALESMEN, with a general training in clothing, shoes or dry goods, can secure desirable positions by corresponding immediately with the Business Men's Clearing House, Denver, Colorado.

NEW DISCOVERY! A boon to display men, everywhere. Run your department with less money. Use CENITE CLEANER, wonderful dry process for cleaning enameled forms and wax figures. Does not harm surface. Removes all grease, finger marks, dust, dirt and soot like magic, and at a trifling cost of three or four cents. Simplest and best method known. Why use soap and water when you can prolong the life of display forms with CENITE? Just send in your letter-head and we'll mail you a \$1.50 box prepaid. Prove its value in ten minutes. Remit or return—you are the judge. Address, The H. D. Birkmire Art Wax Studio, Dept. M., Dunkirk, N. Y. Manufacturers and sole owners.

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Choose **JULIUS BLUMENTHAL**,

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It gives you that satisfied feeling that money is well spent

Also Restringing Display Dolls.

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431 So. Dearborn Street, Chicago, Ill.

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The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of \$3.50.

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(Not for Sale)

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- "100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.
- "Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.
- "100 Holiday Displays"—Best windows and interior displays decorated for Christmas.

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A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

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Examples of Early Drapes
Complete Window of Early Drapes
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37 Lessons in Draping
Cylinder Drape
Slab Drape
Novel Drapes
Mummy Drapes
Box Drape
Louis XVI. Drape
Wall Drapes
Complete Wall Drape Windows
Bolt Drapes

Furniture as Draping Fixtures
Vase and Basket Drapes
Flower Drapes
Use of Accessories
Drapes for Tailors
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Skirt Form Drapes
Live Model Drapes
The Evolution of a Drape
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How to Lay Out Complete Windows
Background Draping
Interior Draping
German Drapes
English Drapes
Australian Drapes
Danish Drapes
Japanese Drapes
Over 100 Complete Windows
Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

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The Merchants Record Co., 431 S. Dearborn St., Chicago



—found! the BOOK that tells you the
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This large book (one of the largest Advertising books published) of nearly 500 pages is devoted exclusively to the subject of Retail Advertising. Other books are of little value to merchants because they treat on general advertising, having to do with Advertising Agencies, National Advertising for Manufacturers and Jobbers, etc. What you want is a book designed for your use—and this is what we give you.

500 Different Subjects

Among them the following: Ad Building, Advertising Ideas, Words to Use, Use of Prices, Displaying Items and Prices, Preparing Advertising Copy for the Printer, Use of Type, Use of Illustrations—advertising every department of the store (a chapter devoted to each department), How to Get Assistance from the Local Papers, Advertising for Each Month of the Year (a separate article for each month), Season Advertising (an article for each season), General Advertising (Booklets, Circulars), Newspapers, Bill-boards, Show Windows, Delivery, Classified, Educational Features, Co-operation, Honesty in Advertising, Individuality, Schemes, Premiums, Street Car, Mail Department, How to Write Advertising, How Much to Spend, Bookkeeping and System, Catalogue Making, Advertising Your Town, Special Sale Advertising, with examples, Correspondence, Competition, Describing Items, Interior Display, Card Writing, Headlines, Humor in Advertising, etc.

1000 Advertising Phrases

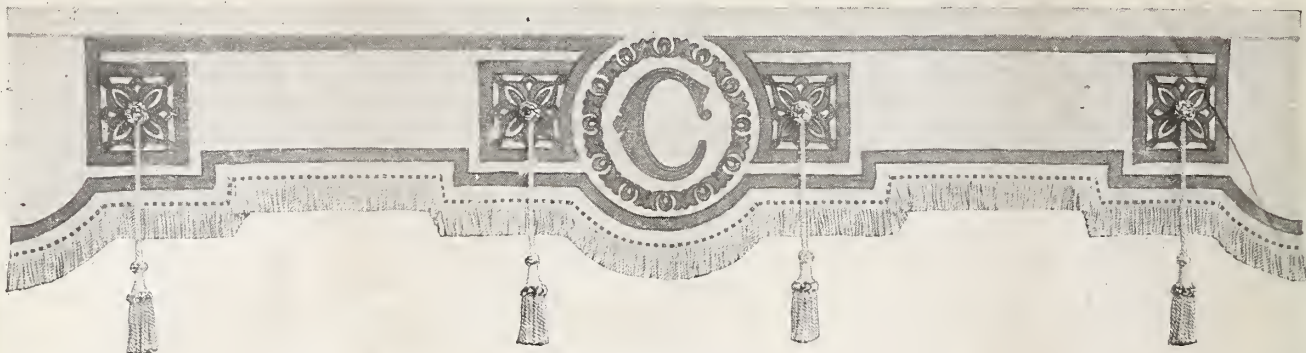
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\$2.00

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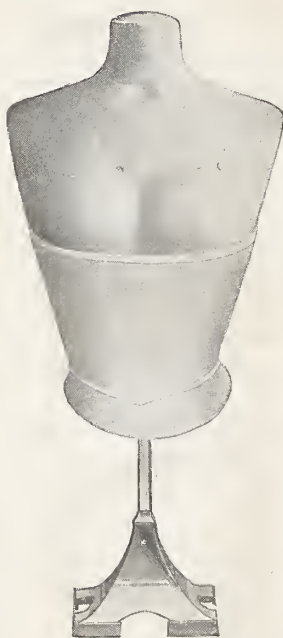


Special Valance No. S. F.

The best valances in your town probably bear the Curtis-Leger label. It will not obligate you to find out what valances will cost for your windows. The services of our Drapery Department are at your disposal without charge.

Send us rough sketch of your store front, with all measurements, and we will mail our **Folder of Valance Designs** in full colors with expert recommendations and an estimate covering your requirements.

Three Good Summer Forms



No. 7600

Those who have experienced annoyance and expense due to cracking and peeling of the usual kind of enameled papier mache form will welcome the introduction of "Componamel"—the perfect form material which atmospheric conditions *cannot* injure.

No. 7600 has flesh colored bust, jersey body, and is mounted on 7 inch square base.



No. 6228

This beautiful waist form has flesh colored bust and arms and jersey body. The arms are very light and may be instantly adjusted to any desired position. The handsomely decorated base is of wood and composition, heavily weighted with lead and finished in old gold or bronze. Other finishes to order only.



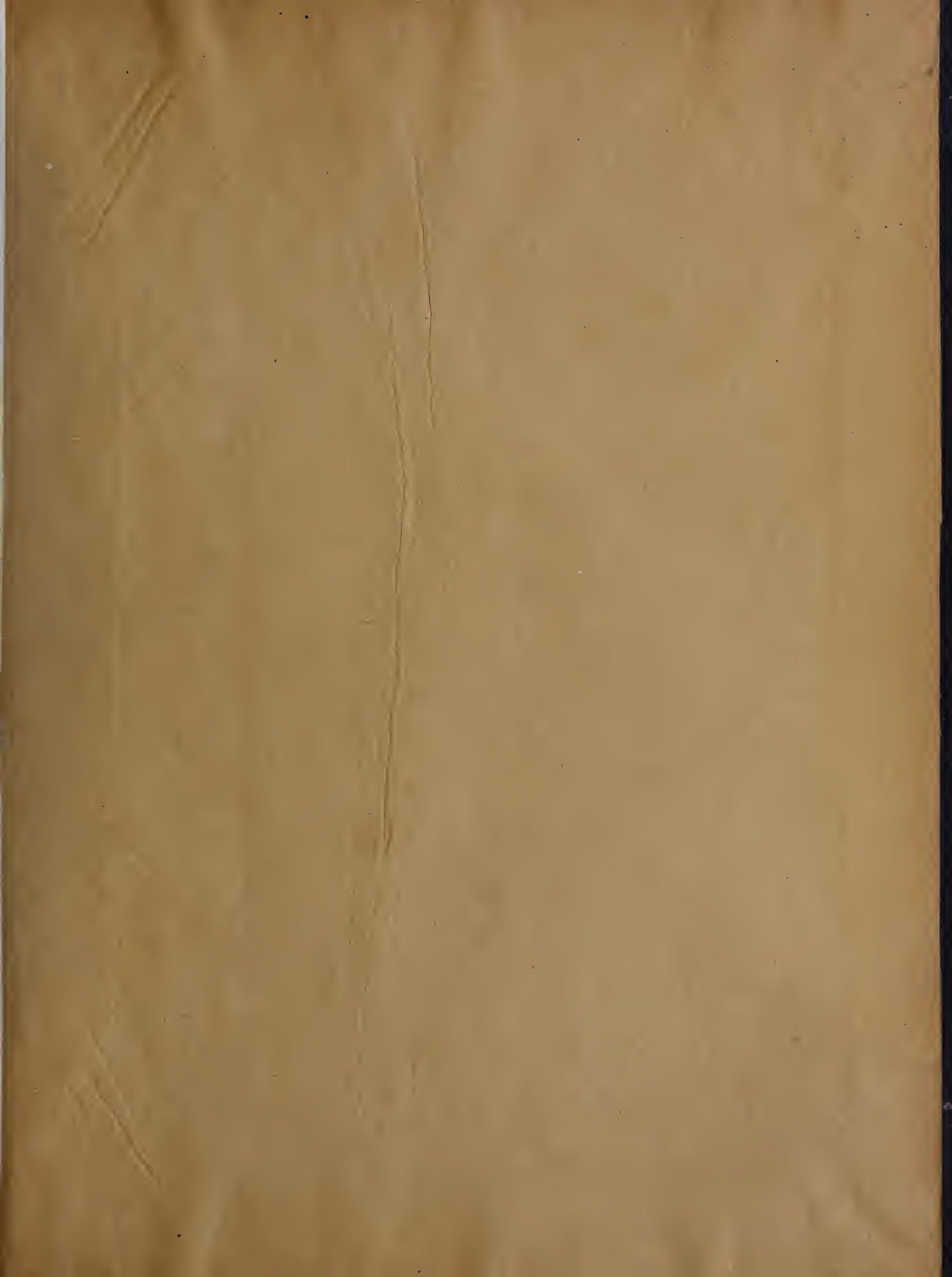
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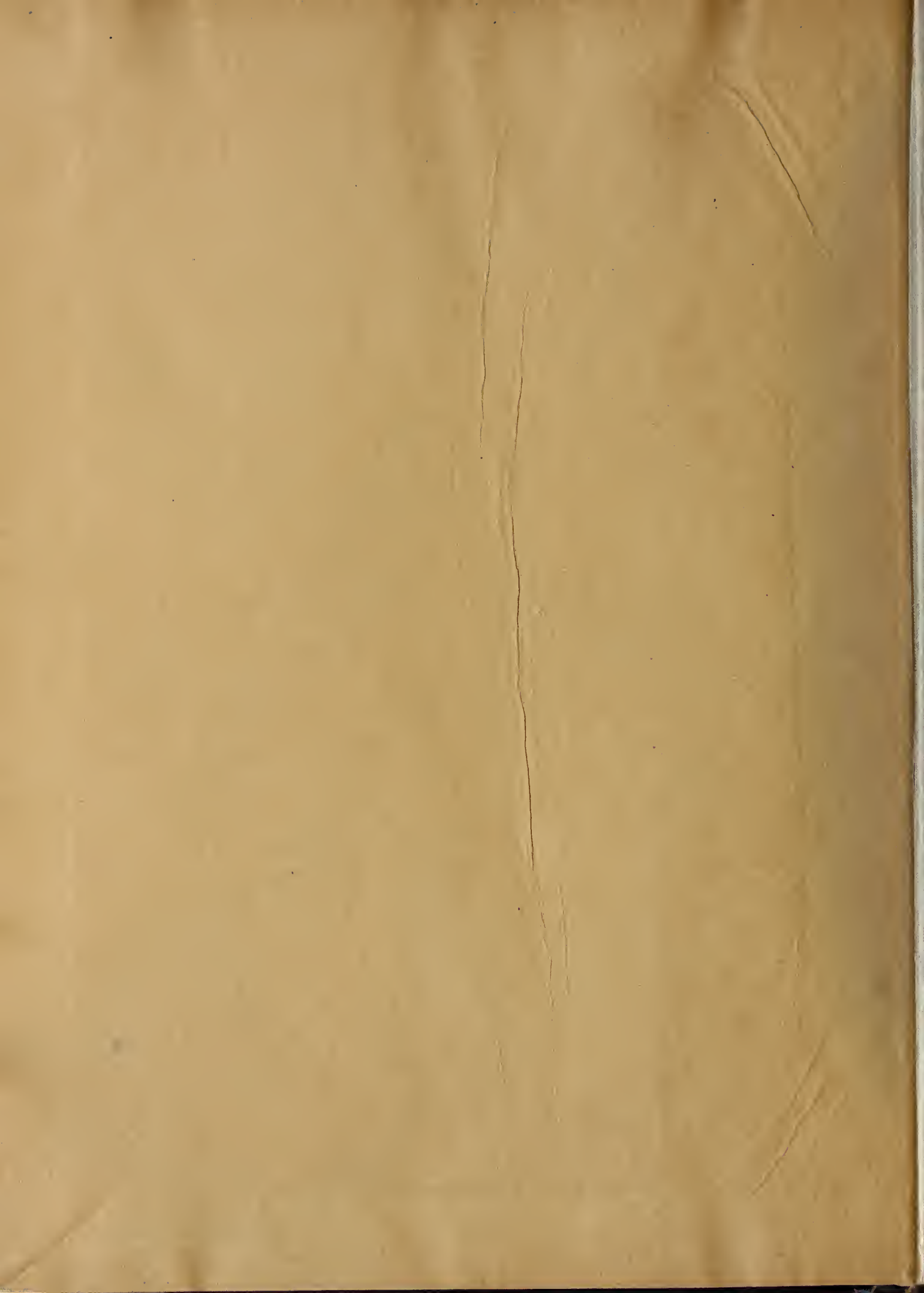
Display your separate skirts effectively on this splendid form. The perfectly proportioned body is fitted with handsomely finished waist plate and is covered with black jersey.

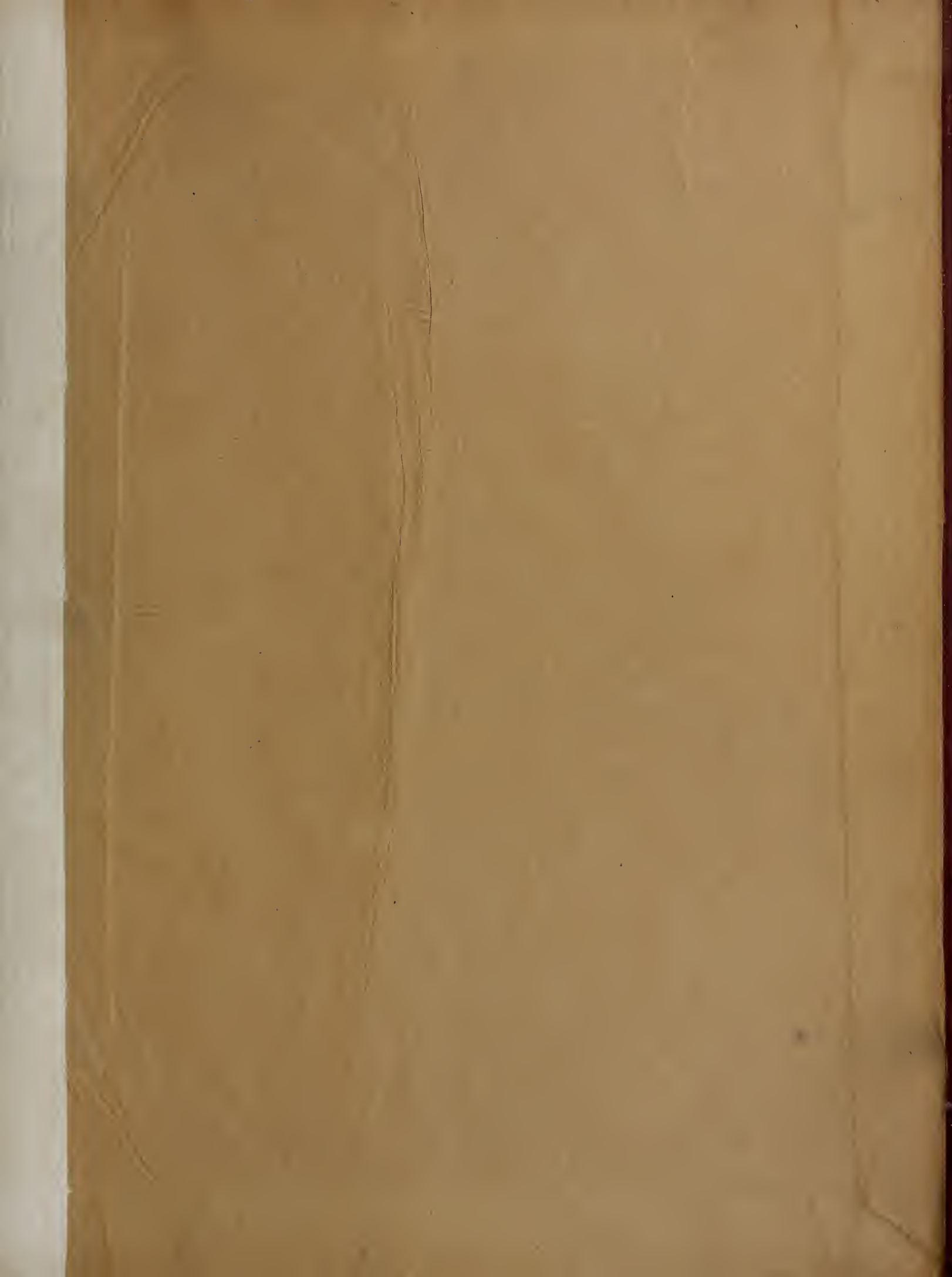
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